

This is a digital copy of a book that was preserved for generations on library shelves before it was carefully scanned by Google as part of a project to make the world's books discoverable online.

It has survived long enough for the copyright to expire and the book to enter the public domain. A public domain book is one that was never subject to copyright or whose legal copyright term has expired. Whether a book is in the public domain may vary country to country. Public domain books are our gateways to the past, representing a wealth of history, culture and knowledge that's often difficult to discover.

Marks, notations and other marginalia present in the original volume will appear in this file - a reminder of this book's long journey from the publisher to a library and finally to you.

#### Usage guidelines

Google is proud to partner with libraries to digitize public domain materials and make them widely accessible. Public domain books belong to the public and we are merely their custodians. Nevertheless, this work is expensive, so in order to keep providing this resource, we have taken steps to prevent abuse by commercial parties, including placing technical restrictions on automated querying.

We also ask that you:

- + *Make non-commercial use of the files* We designed Google Book Search for use by individuals, and we request that you use these files for personal, non-commercial purposes.
- + Refrain from automated querying Do not send automated queries of any sort to Google's system: If you are conducting research on machine translation, optical character recognition or other areas where access to a large amount of text is helpful, please contact us. We encourage the use of public domain materials for these purposes and may be able to help.
- + *Maintain attribution* The Google "watermark" you see on each file is essential for informing people about this project and helping them find additional materials through Google Book Search. Please do not remove it.
- + *Keep it legal* Whatever your use, remember that you are responsible for ensuring that what you are doing is legal. Do not assume that just because we believe a book is in the public domain for users in the United States, that the work is also in the public domain for users in other countries. Whether a book is still in copyright varies from country to country, and we can't offer guidance on whether any specific use of any specific book is allowed. Please do not assume that a book's appearance in Google Book Search means it can be used in any manner anywhere in the world. Copyright infringement liability can be quite severe.

#### **About Google Book Search**

Google's mission is to organize the world's information and to make it universally accessible and useful. Google Book Search helps readers discover the world's books while helping authors and publishers reach new audiences. You can search through the full text of this book on the web at http://books.google.com/



Wler 47F4

# THE HOUSE FURNISHING REVIEW



A Trade Journal
of Interest to
Dealers in
House Furnishing Goods

January 1908

59-61 PARK PLACE
Digitized by NEW YORK

Established 1892

## NOW IS THE TIME

for every DEALER to examine OUR

#### LARGE LINE

of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishes, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc.,

> For 1908

WALKER'S QUICKEST.

#### **Business**

We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements.

> Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.

ERIE SPECIALTY

ERIE, PENN'A, U. S. A.

## WOOD GOODS OF QUALITY

Household Woodenware of Every

Description

Step or

Extension

Ladders

Ask any one who knows and you will be told that our line of wooden goods excel all others in material, in finish, and in style.

> Our Warcrooms are well filled and we can make PROMPT DELIVERIES.



Ask for Catalogue and Prices

AMERICAN MFG. & NOVELTY CO.

ERIE, PENNSYLVANIA

### "Better Than Need Be Goods'

No. 41. WOOD LEMON SQUEEZER, is made of highly polished hard Maple. Bowl and Plunger of



WOODEN BOTTLE CORKER. NET PRICE PER DOZ. \$2.25



Polished Red Cherry, Tin Lining.

NEWARK,





NEW JERSEY

MR. BUYER It's a feather in your cap every time you add a new, fast selling item to your Dept.



#### BRIGHT RED PLUME

Our reduced price for 1908 gives you a better profit twice over than any other strainer for sinks procurable.

THEY'RE MADE TO OUTWEAR, NOT WEAR OUT

The PRITCHARD-STRONG CO. 27 Circle Street, Rochester, N. Y.



# G. M. THURNAUER & BROTHER



35-37 Park Place New York

WITH THE

MOST
COMPLETE
LINES

OF



# Imported House Furnishing Goods WILL REMOVE

**ABOUT** 

February 1st, 1908, to their New Quarters

83-85 WORTH STREET

Near Broadway

**NEW YORK** 

# CHAMOIS SKIN BRUSHES

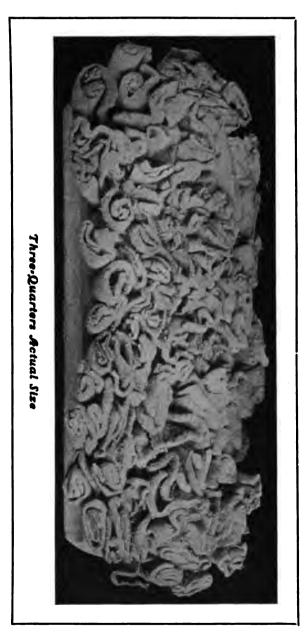
MADE IN GERMANY

#### Use of These Brushes is Unlimited

CAN BE USED ON GLASSWARE, SILVERWARE OR BRASS, MOTOR CARS, CARRIAGES, ETC., ETC.

Large Stock Carried in New York, Insuring Prompt Deliveries

We Are Now THE SOLE **AGENTS** For These Goods In This Country And Are **Therefore** Able: To **QUOTE EXCEEDING-**LY LOW **PRICES** 



Packed One Dozen in a Package
SAMPLES SENT TO RELIABLE DEALERS ON REQUEST

MARKT & CO., Ltd.

193-195 West St., New York

**HAMBURG** 

**PARIS** 

LONDON



Three-Quarters Actual Size



ADE upon honor—Built for service—Represents all that is original and modern in an Ice Cream Freezer. Carries with it a prestige of thirty years of continuous publicity and popularity.

Back of this are the essential features which combined have brought about these

results. These features are the Principle—Mechanism—Material and Construction.

The Principle is the effective Triple Motion which produces the finest quality of cream in the quickest time. In the "White Mountain" Freezer the can and both beaters revolve, each separately and at the same time, producing three distinct and constant motions of the cream.

The Mechanism consists of a combination of three cog-wheels that impart to the Can

and beaters their separate motions.

The Materials are the best ever put into an Ice Cream Freezer. The Tubs are of selected white pine stock made water proof, and we proclaim and insist that it is the best material a freezer tub can be made of. These Tubs will never get soggy, lose their shape or smell unpleasantly. The cans are of the best quality of tin plate that can be bought. The beaters are of Malleable (not cast) iron, and do not break.

The Construction of the "White Mountain" freezer is as perfect as experience can make it. Each part contributes to the strength of the whole and helps to make the machine exceptionally durable. Every surface of the Freezer that comes in contact with the cream is plated with pure block tin and all outside castings are heavily galvanized to prevent rust.

A varied line of Freezers is shown and described in the "White Mountain" catalogue, copies of which will be cheerfully supplied upon application to

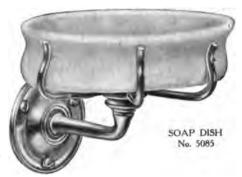
# The White Mountain Freezer Co., NASHUA, N. H.





#### IN DEMAND THROUGHOUT THE YEAR





You should have in stock a full line of Sternau Modern Bathroom Fixtures, guaranteed to give satisfactory service.

Sternau Bathroom Fixtures are made of BRASS, HEAVILY NICKEL-PLATED. The other material supplied with them such as glass tumblers, etc., is of the highest grade.

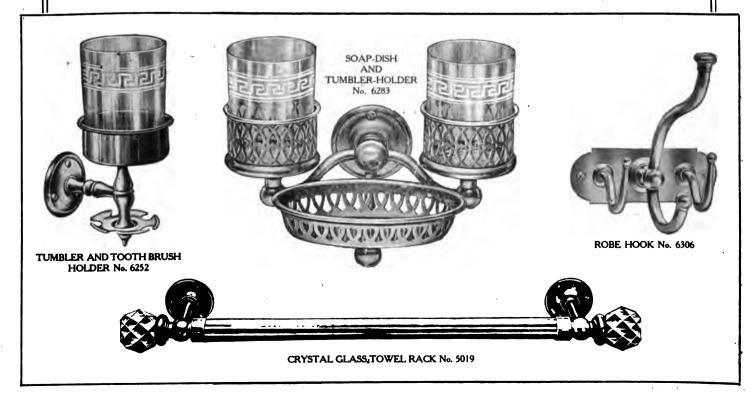
Let us prove that the fixtures will increase your sales. Catalogue, No. 20 sent on request.

New York Showtrooms BROADWAY, Cor. PARK PLACE Opposite Post-Office

S. STERNAU & CO.

Office and Factory
195 PLYMOUTH STREET
BROOKLYN, N. Y.

Makers of Fancy Teakettles, Chafing-dishes and their Accessories, Smoking Sets, Candlesticks, and Tea Pots, etc.



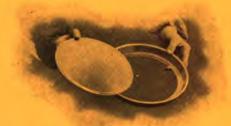
#### Why not have a

# Kitchen Specialties Table

CONTAINING VARIOUS ARTICLES OF SPECIAL MERIT FOR USE IN THE KITCHEN? SUCH A TABLE WOULD BE ATTRACTIVE AND INTERESTING TO YOUR WOMEN CUSTOMERS.

Here are some Kitchen Specialties that would go nicely into such an exhibit:

## Improved Perfection Tins.



- No. 0. For layer cakes and pies, 8\frac{1}{2} \times 1 in., \\$1 doz.

  No. 1. For layer cakes and pies, 9\frac{1}{2} \times 1 in., \\$1.30 doz.

  No. 2. For layer cakes and pies, 10\frac{1}{2} \times 1 in., \\$1.65 doz.
  - Round Deep
- No. 3. For loaf cakes,  $10\frac{1}{8} \times 2\frac{7}{8}$  in., \$2 doz. No.  $6\frac{1}{8}$ . For loaf cakes, with tube,  $9\frac{3}{8} \times 2\frac{5}{8}$  in., \$2 doz. No. 7. For loaf cakes, with tube,  $10\frac{1}{8} \times 2\frac{7}{8}$  in., \$2.65 doz.
- No. 200. For loaf cake or bread,  $5\frac{1}{2} \times 9\frac{1}{2} \times 2\frac{3}{4}$  in., \$2 doz. No. 300. For loaf cake or bread,  $6\frac{1}{2} \times 10\frac{1}{2} \times 2\frac{3}{4}$  in., \$2.50 doz.

Shaker Sifters.



- For roll or loaf cake,  $8\frac{1}{2} \times 8\frac{1}{2} \times 1$  in., \$1.65 doz. For roll or loaf cake,  $8\frac{7}{4} \times 8\frac{7}{4} \times 1\frac{7}{6}$  in., \$2 doz. For roll or loaf cake,  $9 \times 9 \times 2\frac{6}{6}$  in., \$2.75 doz. For angel food cake, with lugs and tube,  $9 \times 9 \times 2\frac{5}{6}$  in., No. 800. No. 900.
- No. 99. For angel food cake, with tube, no lugs,  $9 \times 9 \times 2\S$  in., \$3.40 doz.

  The Improved Perfection Tins have the patented groove to prevent batter leaking. All other loose-bottom tins are



\$2.75 doz.

The One-Hand Sifter. Rapid-Strong. Most Durable. Most Effective. Buffalo Steam Egg Poachers.



- Plain, for 3 eggs, \$3.50 doz.
  Retinned, for 3 eggs, \$5.50 doz.
  Plain, for 5 eggs, \$5 doz.
  Retinned, for 5 eggs, \$7.50 doz.
  Plain, for 5 eggs, or puddings, \$8 doz.
  Retinned, for 5 eggs, or puddings, \$11 doz.
  Enameled, for 5 eggs, \$22 doz. Enameled for 5 eggs, or puddings, \$30 doz.

All these prices subject to discount, which we will quote upon application.

Let us quote you on our line of notable Kitchen Specialties, a portion of which is shown above. These goods add strength to your Kitchen Furnishing Department.

We are Sole Manufacturers.

The Republic Metalware Company, New York Buffalo Chicago

# 33=45 23=28

HERE is nothing mysterious about these figures; they simply signify that a new line of High Grade Brass Bath Room Fixtures that can be retailed at from 25c to \$1.00 are illustrated in our Latest Catalog on pages 33 to 45. The Copper, Brass and Tin kettles are shown on pages 23 to 28. There is more to say, but we would rather mail you our Catalog No. 6, which speaks for itself. May we send you one with discount sheet?



# The H. & H. Manufacturing Co.

550-562 W. 25th Street, New York City



#### "WEAR-EVER"

# ALUMINUM UTENSILS



WE'RE BUSY MAKING

## "WEAR-EYER" ALUMINUM UTENSIL8

#### AND FILLING ORDERS

You know the "whys" and "wherefores" if you sell them. If you don't—well;

just remember that "WEAREVER" utensils are not only
sellers but repeaters.

#### HERE ARE THE REASONS:

They are made of aluminum 99 % pure. The sheet is extra hard and thick.

A special electric finish is placed on the inside which prevents, largely, discoloring.

Spouts are attached without seams or joints, They are strong, but light in weight.

They present a beautiful appearance when displayed for sale.

At Bauxite, Ark., we mine the ore;

At E. St. Louis, we refine the ore;

At Niagara Falls and Massena, N. Y., we convert the refined ore into pigs or ingots;

At New Kensington, Pa., we roll the sheet and make the finished "Wear-ever" utensils.

In other words this means "from ore bed direct to you."

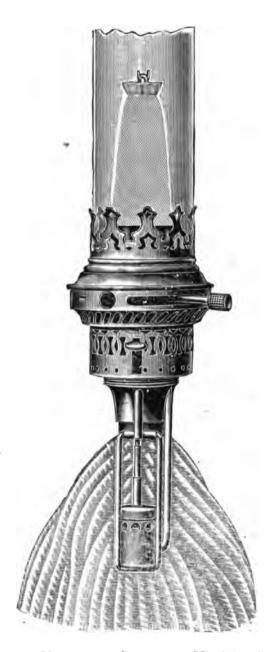
A card will bring to your desk catalogue, prices, discounts and further information.

THE ALUMINUM COOKING UTENSIL CO., Pittsburgh, Pa.

# "BENGALIA"

## Alcohol Incandescent Light Burner

100 CANDLE POWER



Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary gas mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost 34 of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agents for the Kerosene Incandescent Burner.

G. COHN, Importer and Sole Agent for the United States and Canada

# "BENGALIA"

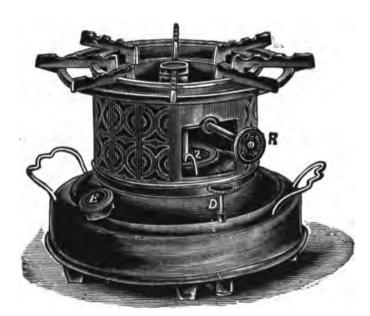
# Alcohol Blue Flame Cooking Stoves

ABSOLUTELY SAFE. ODORLESS



No. 6-With 2 Brass Founts, Heavy Bronzed Cast Iron Stove.

No. 7—With 2 Galvanized Tin Founts, Heavy Bronzed Cast Iron Stove.



WITH REGULATOR

Beautiful Brass Fount, Blue or White Enamelled Body.

Consumption one quart per 18 hours. One quart of water boils in 5 minutes.

Digitized by Google

WRITE FOR CATALOGUE AND PRICE LIST

335 Broadway, New York

# The DE VAUX

#### DO YOU HANDLE THEM?

# The "DeVaux" Sanitary Metallic Refrigerators

Made entirely of GALVANIZED STEEL SHEETS—rust proof—cannot wear out, warp or shrink. The walls are one inch apart, perfectly tight, making a dead air space (which is the best known non-conductor of heat), and are also lined with a heavy refrigerator insulation.

Has ADJUSTABLE, REVOLVING SHELVES; no



With Veststable Chamber

reaching over dishes to secure the article desired. SIMPLY TURN THE SHELF and the article or space is in front. The NON-SWEATING APRON, immediately beneath the ice chest, prevents any moisture from collecting in the food chamber, and keeps the air perfectly dry and cold.

A SPECIAL CHAMBER, if so desired, separate from the food compartment, for the purpose of keeping green vegetables, berries, fruit, etc., (which do not require as low a degree of temperature as other foods).

The "DEVAUX" is the acme of perfection; saves ice, keeps cooler, lasts longer, easier cleaned (as all parts are removable and there are no corners to accumulate dirt and breed disease), than any wood refrigerator.

SECURE CATALOGUE AND DISCOUNTS TO DEALERS

#### HOME METALLIC REFRIGERATOR COMPANY, Albert Lea, Minnesota

Distributors: NEW YORK HOUSE FURNISHING GOODS CO., 93 Reade St., New York
FARWELL, OZMUN, KIRK & CO., St. Paul, Minn.

JOHN A. DUNN CO., St. Anthony Park, St. Paul, Minn.

### BALDWIN DRY AIR REFRIGERATORS

You didn't send for our new catalogue—probably were busy with holiday goods and overlooked it. We'd be glad to send it and the only expense to you is a postal.

You should know more about Baldwin Refrigerators and their Dry Air Circulation. You should know why Baldwins are easier to sell and please the user better than other sorts.

Baldwin Dry Air Circulation—that's the secret. It's different, and makes the Baldwin the coldest, dryest, sweetest refrigerator built. Cold air is rushed to bottom of storage room in one big sweep, and rises to the ice again as it gradually becomes warmer. Moisture and odors from the food are condensed on the ice and pass off through the drip. Other makes just let the cold air loose at the top of the storage room and it works it's way down any old way it can, or can't (mostly can't), only half doing the work.

Just about the same comparison between Baldwins and others as between a good old solid Vermont blizzard and a measly sleet drizzle in April.

Baldwins are "now" in all the little details which please a woman's eye. The appearance is neat, the designs attractive and proportions are correct to give the most room for the least money—small mouldings and big bodies. You get what you pay for in Baldwins.

We can furnish anything from a good soft wood, zinc-lined article up to a handsome solid oak, hand rubbed white Opalite glass-lined refrigerator.

Why not get next to an article which has been "right" every day for over thirty years, and will stay with your customer for fifty years, if he uses it right?

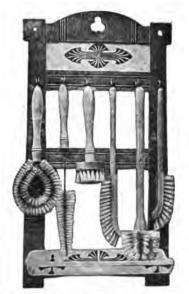
The dealer who wants a refrigerator to give out in two or three seasons, so he can sell another to give out in two or three years (perhaps) can't get it from us. We don't make that kind. Our prices are not too high

The Baldwin Refrigerator Co., Burlington, Vermont
H. E. STURTEVANT,
18 Warren Street, New York

J. W. HELLMAN,
161 No. Spring St., Los Angeles, Cal.



This is a 1908 Baldwin. It looks good to us.



# Kleinau & Koch

(INCORPORATED)

# Importers of Kitchen and Housefurnishing Goods

22 Fifth Avenue, Chicago, Ill.
519 Missouri Trust Bldg., St. Louis, Mo.

#### The Largest and Finest Line in the World

We are the sole American agents of the famous woodenware factory of *Arthur Faber*, Bietigham, Germany, the largest manufacturer of high-grade woodenware in the world.

The material and finish of the Faber line is superior to that of any other, either domestic or imported. The prices laid down in this country are such that we compete successfully with any line of woodenware sold in the United States. From the smallest beechwood kitchen utensil to the most elaborate mahogany serving tray each piece is as near perfection in material and workmanship as human skill can make it.

We carry a complete stock of over 1000 different articles in woodenware and make prompt deliveries.



#### QUALITY AT THE RIGHT PRICE



#### SHELF LACE

(IMPORTED)

If you have not yet seen this beautiful line ask us for our 900 Original Pattern Book. It is the line that gets trade to your shelf paper section, for the price is right.

We furnish display signs and nickel-plated display stands, an ornament to any store. Prompt delivery.

DO NOT FAIL TO WRITE US
TO-DAY.

# BIG HOUSE FURNISHING GOODS SHOW

# MARCH 2d-7th, 1908

ALL FORMER
SHOWS
WILL BE
SURPASSED
IN EVERY
PARTICULAR



TO BE HELD AT

## GRAND CENTRAL PALACE

LEXINGTON AVE. AND 43RD ST., NEW YORK CITY.

50,000 Square feet of floor space will be used to display the goods of leading manufacturers of house furnishing goods, crockery, glassware, &c., &c.

Manufacturers should write for plans and particulars now—T0-DAY, in order to secure choice of positions.

I. B. SCOTT, SOLE MANAGER, 59-61 PARK PLACE.

NEW YORK.

## THE DEMAND IS FOR

# The Bissell

S another proof of the constantly growing demand for the Bissell sweeper, notwithstanding the money stringency that broke upon the country about Nov. 1st, and the general upsetting of trade that followed, we closed Dec. 31st the largest year's business in our history. It takes recognized mechanical superiority and a strong advertising campaign to make such results possible, in the face of the wide-spread conservatism that prevailed from Nov. 1st to the close of the year.

For the year 1908 our advertising will be bigger, broader and better than anything we have ever done in the past, and this will mean increased demand for the Bissell and greater profit to our customers.

Bear in mind that Price Maintenance as applied to the Bissell means something, as it assures to every dealer handling our sweeper a good margin of profit.

Write for our New Year's Offer.

## BISSELL CARPET SWEEPER CO. GRAND RAPIDS, MICH.

Largest and only exclusive manufacturers of carpet sweepers in the world. . . . .

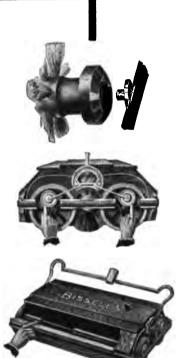
Branches:

New York

London

Niagara Falls, Ont.

Paris, France





#### WHAT'S THE USE

selling cheap refrigerators at small profit when your customers prefer to pay you twice as much for the

#### LEONARD CLEANABLE

"Made in Grand Rapids." That's one reason why they want it. Round corners; polished oak; nickel trim; nine walls; porcelain lined. People read about them in the magazines. We sell only through the trade and help our dealers with advertising matter.

Write for Catalogue and the Agency.

G. R. REFRIGERATOR CO., GRAND RAPIDS, MICH.

## OUR ADJUSTABLE IRONING BOARD PADS

are made of the best quality of stout muslin, enveloping a thick layer of soft felt, making the best possible ironing surface. They are easily adjusted to boards of any style or shape. When the top surface is soiled the pad may be reversed, or the felt withdrawn, and cover washed.

Frank B. Wilbert, 10 Crescent Terrace, So. Norwalk, Conn., representing Philadelphia, N.Y. City and New England States

#### ASBESTOS TABLE MATS

GUARANTEED TO PROTECT THE DINING TABLE. HEAT-PROOF AND WATER-FROOF



Made to cover the entire table top. Fold into small compact size. Extend to length of any table. Detachable and washable covers.

ALSO ROUND AND OVAL PLATTER MATS, SIX SIZES
Write for Samples, Circulars and Prices

CHICAGO ASBESTOS TABLE MAT CO. 760 WEST LAKE STREET, CHICAGO, ILL.

## OUR PERFECTION IRON HOLDERS

Are the best on the market. They are made of a thick felt pad inclosed in a strong flannel cover, treated with a chemical solution which makes them

HEAT-PROOF





#### GOODS MANUFACTURED THE CENTRAL STAMPING CO.

24 CLIFF STREET, NEW YORK CITY, and NEWARK, N. J.



Besides "STERLING-ALUMNIUM ENAMELED WARE" we manufacture the following full Lines of Goods: Deep Stamped Ware, Shallow Stamped Ware, 'Inners' Trimmings, Metallic Sieves, Spoons, Japanned Ware, Extra Heavy Japanned Ware, Tea Trays, Common Pieced Ware, "U. S." Pieced Ware, Heavy Polished Pieced Ware, Planished Ware, Entrannia Ware, Copper and Brass Ware Goods, Nickel and Plated Ware, Milk Kettles and Dairy Supplies, Sheet Iron Ware, Galvanized Iron Ware.

#### Our New Tin Ware is the Heavy Sort PURITAN WARE—Send for Catalogue

COAL HOOS. We wish to call your special attention to our New "Columbia" Coal Hod, which has a deep foot, large wire at top and made of heavy material, which makes it a great seller. We also make our high-grade goods, the "Central" Coal Hods, which are still heavier goods, and are made for the best class of trade. We make all these goods in sizes 15, 16, 17 and 18 inches, Open and Funnel, Black and Galvanized, and Black ornamented. On the "Central" Coal Hod we furnish the Spiral Handle on Bails.

ASH AND CARBAGE CAMS. We have a large and complete line of all grades. The "Giant" is unsurpassed as to strength and durability, to which we call your notice.

OH. WASTE CAMS. We also make a full line of Galvanized Iron Ware, and can fill all orders promptly. We will furnish booklets for any of these articles, or a catalogue, covering our entire line of goods, upon application.



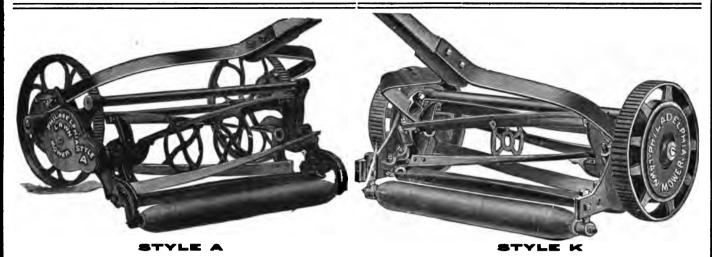








# GENUINE PHILADELPHIA LAWN MOWER



17 Styles Hand and 5 of Horse Mowers. 3 to 8 Blades, 61 to 12-inch Wheels
THE LARGEST LINE OF HIGH-GRADE MOWERS MADE.
SOME ARE ADAPTED TO ALL MARKETS OF THE WORLD

# The Philadelphia Lawn Mower Company

3101 to 3109 CHESTNUT STREET, PHILADELPHIA, PA., U. S. A.

London Warehouse, 14 and 16 Scrutton St., Finsbury, E. C. New York Salesroom, 18 Warren St. H. E. Sturtevant, Mgr

# Nichthauser @ Levy

Office and Salesrooms: Java and Provost Sts., Brooklyn, N. Y.

MANUFACTURERS OF



Tin Ware, Japanned Ware, Galvanized Iron Ware and Oil Cooking Stoves

As well as

HOUSE FURNISHING SPECIALTIES THAT SELL ON SIGHT

We make Cake Closets and Roll Top Bread and Cake Boxes in Assorted Colors







# **OPALITE GLASS LINED REFRIGERATORS**



Positively Sanitary-Easily Cleaned. The "Neptune Insulation" used in these Refrigerators is the best non-conductor of heat known.

Extra heavy doors, metal ice racks, steel wire mesh shelves, removable waste pipe, round corners and cabinet finish are only a few of the notable features of the "Opalite."

· `ASK FOR CATALOG OF FULL LINE

Manufactured by

# **COOPER & McKEE**

113, 115, 117, 119, 121 Lorimer Street 146, 148, 150, 152, 154 Middleton Street

Office

119 Lorimor Street

Brooklyn, N. Y.,

U. S. A.

# The Snow-Flake Freezer



"I know it is pure. I made it myself with my SNOW-FLAKE FREEZER"

The Latest Out

A Money Maker

The Greatest Seller on the Market ::: :::

A practical, durable, sanitary, onequart ice-cream freezer to sell at

Seventy-five Cents

The Snow-Flake Freezer is not a novelty, but one of the most useful, necessary and convenient of all household utensils.



Showing the simplicity

1-3 the Price

1-6 the Ice

1-10 the Work

A six-inch cube of ice is all that is required for one-quart of Ice-Cream or Sherbet. Three to five minutes time and the least possible amount of work, in fact you cannot call it work. More like turning a telephone crank than an ice-cream freezer. Does the work quicker and better than any of the old freezers. A phenomenal seller. Sells the year round. Indispensable for the sick room. The one-quart is a great toy for a girl or boy. I quart, 75c.; 2 quart, \$1.00; 4 quart, \$1.50.

PRICES AND SAMPLES ON REQUEST

SNOW-FLAKE MFG. CO., 225 Fifth Ave., New York City



## **Every Buyer of Carpet Sweepers** Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

That Nationals are made in the most complete sweeper factory in the world.

That Display Stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE

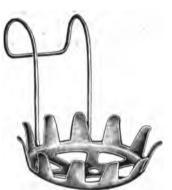
There's something new in carpet sweepers that IS new—ask us.

Write today. Get in early.



98 WARREN ST., NEWARK, N. J.

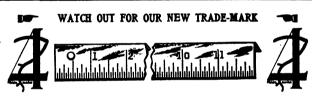














of the many good values in the

#### Wise Buyers'

Exclusive Designs in Bath-room Accessories, Moviding Hooks, Mctal Rules and Squares, Cleavers and Mineing Knives

It will pay to get our Catalogue before













# ICE CREAM FREEZERS THAT SELL

THEY EXCEL IN
Easy Running
Quick Freezing
Economy
Convenience
Practical Results

THEY ARE
Well Advertised
In Demand
Easily Sold
Satisfactory in Use
Of Known Reputation



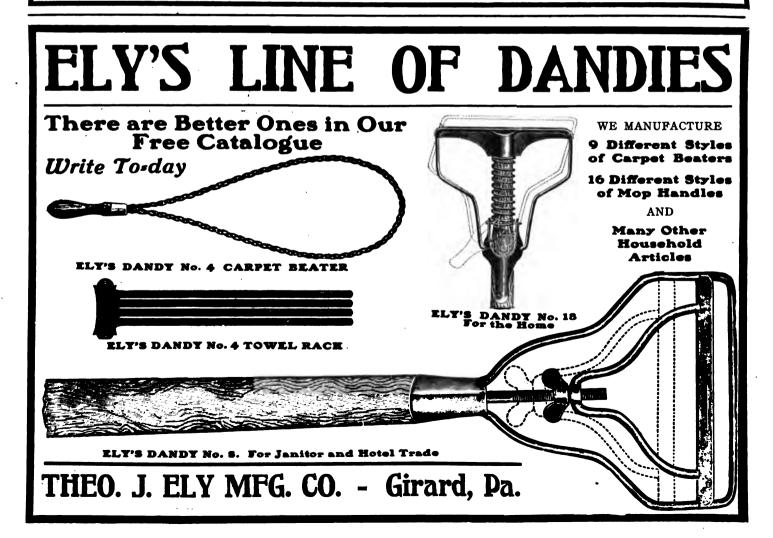




THEY
ARE SOLD
BY LEADING
JOBBERS
EVERYWHERE

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book, illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U. S. A.





READY FORTHS

# PATENT SAD IRONS



your trade. Their improvements are so radical that they are instantly observed and appreciated by every woman who sees them. Their beauty of construction and finish pleases the eye. As to their durability and labor saving features, you cannot promise too much. They will live up to every claim you can make for them. Patent Sad irons never disappoint. There are no comebacks. No repairs.

Note the new patent lock attachment on Patent Sad Irons. This is the most easily operated lock attachment on the market and is possessed by no other iron. It is snapped open or closed by a simple movement of the thumb and clutches the iron with a vise-like grip that permits no loosening or vibration while in use.

## -No Risk-Good Profits for You-

We do not ask you to stock Patent Sad Irons, and take chances on selling them. WE GUARANTEE THE SALE, by taking back the goods and crediting you with them, at any time, if you become for any reason dissatisfied.

PATENT SAD IRONS are the best premium proposition on the market.

You can put in a line for a very small investment.

Your profits are liberal on Patent Sad Irons. They move quickly.

WRITE TO-DAY For Our Booklet, with illustrations of the Seven kinds of sad iron sets we make. You get the whole story in a nutshell. It is to your advantage to get acquainted with this line AT ONCE. Correspondence invited Department Stores, Housefurnishing Stores, Hardware Dealers, Tea Houses, Cereal Mf'rs, etc.

# PATENT SAD IRON MFG. CO.

OFFICE AND FACTORY

1444 MULBERRY STREET - READING, PENNSYLVANIA

NEW YORK OFFICE: 114 FIFTH AVENUE, NEW YORK

# CHAPMAN DEMONSTRATIONS REVIVE TRADE

We Make a Specialty

#### Our Van Deusen **Specialties**



Especially designed for whipping the whites of eggs. For cleanliness and convenience it is unequaled. Made in two sizes to retail at 5 and 10 cents, at a good profit.



#### The Van Deusen Measuring Cup

Is an absolutely correct measure. Retails at 5c at a good profit.



#### Van Deusen Cake Moulds

Simple and easy to operate, having openings at the bottom, covered with slides, through which a knife is inserted and the cake loosened when it is to be removed. Afford good profit.

## of Demonstrating Our House Furnishing Specialties for the Trade



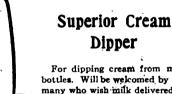
Arrange for a Demonstration in Your Store—IT BRINGS BUSINESS

#### No Dealer Should Miss These



#### Neverslip Kettle Cover

Made with projections at each side, which hook under the bail of the kettle and there by hold it firmly in place. Write for special introductory offer.

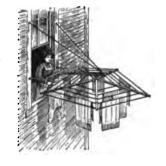


For dipping cream from milk bottles. Will be welcomed by the many who wish milk delivered in bottles, and want to save the

> Superior Skimming Spoon

The first practical Skimmer ever placed on the market for removing the scum from foods while boiling.





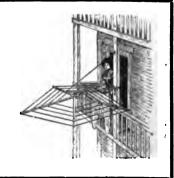
#### SUPERIOR CLOTHES DRYERS

The only practical device ever invented for drying clothes from a Wińdow, Balcony or Veranda.

These Dryers save much space, time and labor; prevent the stealing or soiling of clothes and insure perfect drying. As modern requirements have long demanded dryers of this kind, and as these are the only ones that fill successfully all the requirements, they do not have to wait for a demand to be created.

They are put up as easily as a rope, and will not deface or injure the

WRITE FOR CATALOGUE, PRICES AND PARTICULARS



C. A. CHAPMAN, Manufacturer, Geneva, N. Y. Digitized by GOOGLE

## UDELL LADDERS

THE STANDARD OF THE WORLD



The best ladder for the money in the country.

HOUSEFURNISHINGS. **WOODENWARE.** STEP. **EXTENSION** AND

LONG

#### ADDERS

A NEW Ladder Booklet with "rock bottom" prices is yours for the asking.

Contract NOW for 1908



STAR STEP LADDER The strongest cheap ladder ever produced.

-THE-

OFFICE AND FACTORY UDELL WORKS INDIANAPOLIS, IND.

EASTERN REPRESENTATIVES, W. A. STOKES & CO., 30 WARREN ST., NEW YORK, N. Y.

#### THE BUFFALO MANUFACTURING CO.. BUFFALO,

MANUFACTURERS OF

**Absolutely None Better Made** 

#### HIGH GRADE STANDARD METALWARE



WRITE FOR CATALOG





Water Filters, Chafing Dishes, Water Coolers, Coffee Extractors, Table Kettles and Stands, Cuspidors, Wine Coolers, Nursery Chests, Baking Dishes, Candlesticks, Crumb Trays and Scrapers, Tea and Bar Urns, Coal Vases and Hods, Bath Room Fixtures, Match Safes, Etc.



Afford Us the Opportunity to Convince You.



BRANCH OFFICES 18 Warren Street, New York 1430 Arapahoe Street, Denver, Col. 40 Dearborn Street, Chicago 352 Washington St., Boston, Mass. Si Yonge Street, Toronto, Canada and London, England









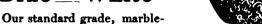






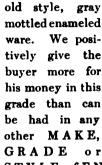
The well and favorably known

Blue and White"











ized enameled ware is the most attractive ware on the market without exception. It is a most beautiful color, very durable and an easy rapid seller at a POPULAR





STYLE of ENAMELED WARE.

PRICE.





Write us NOW for New 1908 Catalogue and Revised Price List

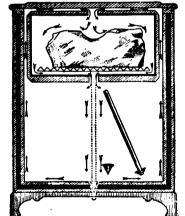
Pull Lines of Both Wares, Best Designs Manufactured by

Star  $\perp$  Enameling and Stamping Co. Pittsburg, Pa.



# Best Refrigerator Quality Means





Our plant, constructed expressly for the manufacture of refrigerators, equipped with the most modern machinery in the market, is one of the most complete plants of its kind in the country.

# Alaska Refrigerators



produce a maximum of cold air with a minimum consumption of ice. They preserve food perfectly, and are absolutely sanitary. The cross sectional cut above shows the Alaska system of circulation, the most simple and at the same time the most efficient system in use.

ASK FOR COMPLETE CATALOGUE

ALASKA REFRIGERATOR CO., MUSKEGON, MICH.

L. E. MOON, Eastern Manager, 35 Warren St., N. Y.





#### SOLID VALUE-MERIT!

Right through the "talked" financial stringency "WHITE MOUNTAIN" Refrigerators established the World's "high-water mark" for Refrigerator Sales.

THE

# STONE WHITE

with gleaming, SNOW-WHITE SOLID **STONE** provision chambers—made only in the World's Largest Refrigerator Factory.

"STONE WHITE" firmly established in "Over a Million Homes" BECAUSE it has NO Opal Glass to Break. NO Porcelain to Crack. NO Exposed Wood to ABSORB IMPURITIES. NO Aluminum to CRUMBLE and RETAIN DIRT.

MAINE MANUFACTURING COMPANY, NASHUA, N. H.

BRANCH OFFICES:
BOSTON, MASS. NEW YORK CITY. ST. LOUIS, MO.
BANSAS CITY. MO. SAN FRANCISCO, CAL.

SAN ANTONIO, TEXAS. BT. PAUL, MINN. 

# Ideal We Can Make-

When you have completed your January Inventory you will without doubt find that your stock is very low. You will want goods at once; you can't afford to wait two or three or four months. Your trade must be supplied or lost. Thousands of other dealers will find themselves in exactly the same fix. This means an abnormal demand for goods,--a demand which few manufacturers will be prepared to meet.

#### Get In Your Orders Now Before



Ideal Double Coated Gray Steel Enameled Ware New England Gray Steel Enameled Ware Turquoise Blue (White Lined) Steel Enameled Ware Blue and White Steel Enameled Ware All White Steel Enameled Ware Also a Full Line of Galvanized and Tin Ware

Full Line of Samples Displayed

# The New England

Factories: MIDDLETOWN, CONN.

H. GINSBURG 736 Broadway



# -Prompt Deliveries &



In spite of business conditions during the past three months we have kept our factories running steadily day and night, and as a result we are in a position to ship orders promptly. We have done this because we are satisfied that the depression was only temporary and we wanted to be ready for the big demand that is sure to follow inventory.

the January Rush Begins.



We extend to all our friends our best wishes for a Happy and Prosperous

\* \* \* \* New Year \* \*

at Our New York Sales Room.

# Enameling Co., Inc.

AND PORTLAND, CONN.

Selling Agent

New York City



For 30 Years, The World's Standard Nigra Steel Ware Lalance & Grosjean Mfg. Co. NEW YORK. CHICAGO. **1520 Kinds Enameled** Cooking Utensils. in each Genuine Articl



Vol. XXVIII

New York, January, 1908

No. 1

#### **BOOSTING JANUARY SALES**

How to Clean Out Old Stock and Make Room for Spring Goods and Fresh Staples. A Few Selling Plans that Bring Business



IME was when February was the month of "cleanout sales," said Charles
Herman, of the Rothenburg Store, New York,
to the Review recently,
"but now many buyers
clean out their stocks in
January as a preparation
for laying in Spring goods
as well as fresh supplies
of staple lines. The time

is coming however, when December will be the month utilized for this purpose, as many establishments are beginning to feature "white goods" in January to the detriment of the house furnishing department.

"In some cases this is the fault of the advertiseing manager. The buyer may go to the front and ask for space, but the advertising department will not expand their newspaper allotments, neither will they cut down other departments to make room for house furnishings. The consequence is January sales are limited to an insignificant inch or two of copy, and the best you can do is to advertise a \$4.25 refrigerator for \$3.93, or feature up some other special, depending upon this poor makeshift to boost the sales in house furnishings during January.

"As every buyer knows, special sales must be adequately advertised, if results are to be obtained, and this cannot be accomplished without the cooperation of the advertising manager and the window dresser."

#### Purpose of the January Sales

"The purpose of January sales is, of course, to freshen up stock, clean out the hold-overs from other seasons, and pave the way for a good showing on the January inventory sheet. Many stores have educated their trade to the advantages of these sales, and lots of people hold up their purchases of household goods until after the holidays, so as to secure the bargains which they know await them.

"We have a Season Number system in this store, which clearly shows what goods are old, and what are new. As we have inventory twice a year here, our season number changes every six months. The goods laid in during the past six months have all been numbered "K" and anything we find in stock bearing a number from A to J is doomed to

slaughter. After the inventory has been taken, the new stock will be numbered "L" and we aim to clean house so thoroughly that no stock, even that numbered "K," shall be left on hand to be carried over until the next semi-annual sale takes place."

## A Rummage Table

At the Wanamaker store in Philadelphia, at which the buyer of house furnishings is Mr. George A. Hause, heads of stock are instructed to pick out all shop-worn goods and samples and place them on Rummage Tables provided for that purpose during the month of January. As Mr. Hause turns his stock seven or eight times a year, "cleanout sales" are not a part of his January program, and for other stores similarly situated the Rummage Table is a capital suggestion.

### A "Manufacturer's" Sale

At Snellenburg's, Philadelphia, where Mr. John J. Reed has recently succeeded Mr. P. J. O'Neil as house furnishing buyer, it is the custom to offer attractive goods at special prices during January, and announce the sales by means of newspaper advertisements, well illustrated, and abundantly displayed.

Not only are bargains offered, but an endeavor is made to secure a "Manufacturer's Sale" by seeking out certain lines of house furnishing goods at special prices which can be sold at a profit, although priced low enough to draw trade. Manufacturers are frequently glad of an opportunity to turn stock into ready money, and hold out attractive propositions to buyers who care to come to their assistance at this season of the year.

The consequence is people are brought to look forward to the January sales as a time when they can not only find good bargains in staple lines, but also new stock, priced low enough to satisfy their pocket-book and the average woman's delight in picking up good things at the department store.

## The "Department Manager" Sale

The Trask, Prescott & Mackay Company, of Erie, Pa., some months ago inaugurated a Department Manager's Sale" which lasted for a week, during which time each department manager was given full swing as to pricing his goods, and advertising them, and prizes were offered to the three departments that showed the largest increase in sales over the corresponding week of the previous year. There was lively competition between the various

heads of departments, and the public thronged the store throughout the week. When the week ended and the time of reckoning came, it was found that Mr. E. H. Bentley, buyer of house furnishings and china had captured the first prize (\$50.00 in gold), his department having shown an increase of 240% for the week. The money was distributed among his assistants, who felt highly elated at the showing made in their department.

While this was not a January sale, there is no reason under the sun why the plan could not be tried out after the holidays, and it should turn out as successfully elsewhere as it did in Erie.

## **Outlook for January Business**

But whatever selling plans are used by house furnishing buyers to boost their January business, there is no doubt that present trade conditions from Maine to California demand that buyers everywhere shall make an extra effort the first month in 1908 to push their sales way out of sight of previous records. This is not a time to sit back and cry "hard times," nor a time to lay down without making a fight for the usual volume of Spring business. There is no room in America for the man who can make good when times are easy, but who simply retires to his corner when the fight goes against him. What is wanted in every channel of commerce is the man who wins in spite of Satan and all his cohorts, and these are the days that show what stuff men are made of. The buyers who have backbone and grit are going to score new triumphs during the current month, while the calamity howlers are taking the count.

We know that there are some "doubting Thomases" who disagree with us. We know that some think that the Spring business will be the worst in years. They are welcome to their views, and we respect their opinions, but we believe with all the strength that is in us that the turn of the tide is in plain sight, and that the Spring trade is going to be the best ever. We also believe that the reaction from the Fall slump, such as it was, will shortly pile up an unprecedented volume of business, and that the men who do as they have always done in January—clean out old stock, rout out the shelf warmers and whoop up trade generally for all there is in it, in order to make way for the usual volume of Spring business, will be the winners, while the men who foolishly allow their stock to get low, and who wait for the actual proofs that the turn has come, will be left in the lurch.

## THE DOCTRINE OF "SHOW ME."

How the "Man from Missouri" Manages the House Furnishing Department of John Wanamaker's, Philadelphia, and Applies His Working Principle

## By GEO. A. HAUSE



HE evolution of the house furnishing department from its humble beginnings of a generation ago, when it consisted mainly of a counter piled high with tin pans and wash-boilers up to the modern house furnishings store with all its wonderful variety of art metalware, kitchen utensils of copper, aluminum and enamel. and its hundreds of specialties garnered from every quarter of the globe, has not been due to the efforts of individuals, but to what is called in football parlance "team work." No

manager can succeed by his own efforts alone—he must have the hearty coöperation of every man, woman and boy in his department. Lacking that, he is doomed to ignominious failure.

The thought is this: before the house furnishing head, who sits down to take stock of himself and his future does anything else, he must first consider how he can win the confidence and coöperation of the assistants allotted him—their loyalty, their goodwill, and their zeal in behalf of the business. He may know how and what to buy, he may know everything else there is to be known about making good in this business, but lacking the knowledge of how to win over his employes to his standards, he lacks the fundamentals of abiding success.

## Place Confidence in Your Assistants

It is far better to make few promises and to keep them than to hold out inducements to workers that can never be fulfilled. Such a form of deception simply falls back upon the head of the department in the long run, and nothing he can do will regain confidence once abused. Humanity is prone to error, likewise, and consideration for the failings of others will win a more willing service than will the "bullying tirades" once common in some quarters. The thought is, place confidence in your assistants,

let them feel that the business belongs to them, and they will take off their coats and work like Trojans. Place enough responsibility upon all to help along this sense of co-partnership.

## High Grade Labor Pays

Further than this, it is well to remember that high-grade labor gives the best results. There are many mistaken business men who scrutinize their pay-roll so closely that they never see the poor quality of service they are obaining from such an investment. Cheap labor may cost less in actual cash on the books, but the ledger does not show the hundreds of dollars wasted by crass incompetence. lost sales, enmities created among customers by poor service, and that absence of "team work" and striving for success which marks the underpaid. The fact is, a few high-grade employes will do the work of an army of "cheap" help, and do it better and more economically in the end. Base salary on results; pay men what they are worth, and they will respect themselves and you, and earn dividends which otherwise will never grace the balance sheet.

## The Man From Missouri

The idea is here. A while back there was a phrase on everybody's lips, which embodies in no small degree a characteristic of this day and age, and which, applied to the management of the modern great department store takes on new meaning: that phrase was, "I'm from Missouri. Show me."

As to how it may be applied to workaday conditions I can best show you by an incident which happened in this department some three years ago. A certain section devoted to a promising line of goods was absolutely stationary, and we felt convinced that under the proper management its sales could be immensely increased. We had been watching the work of one of the young men, and one day we called him up to the office and said, "A——, the business in the——— department is at a standstill. Do you think you could take charge of that department, and build it up?"

"Why, I think so," he replied. "I am willing to try."

"Very well," we replied. "We are from Missouri; you can show us. If you succeed, your salary will increase with the business you develop, and we are sure that, if you try, you can make good."

We need only add that the business in that section has forged ahead rapidly from that day, and this young man is drawing a very good income based upon his ability to produce results.

### Put Ability at Work

There is another side to this question.

You probably know as well as we do that there are many employes who are drawing ten dollars a week and are worth twenty, and who should be placed in positions of larger responsibility. Yet many employers leave this valuable material undeveloped and unrewarded, until the inevitable happens—the employe outgrows his position and strikes out for himself in a new field, where larger responsibilities are open to him. This is a waste of capital wise employers will seek to avoid by keeping their eyes open for ability and enterprise among their help, and by rewarding it with enlarging responsibilities and income wherever capable men show themselves.

#### Prolonged Service a Business Asset

In another department we have a man who has been with us twenty-five years. This leads to another important point frequently overlooked: that the longer an employe works for you, the more valuable his experience becomes as an asset in the business. The man we refer to is an expert in his line, and we could not have held him and benefited by his experience and ability for so long a time had we not made it worth his while to stay with us. We regard his salary as a paying investment, and his services return satisfactory dividends all the year round.

## Mr. Ford, of Muskegon

Not long since we had the pleasure of a visit from Mr. J. H. Ford, Manager of the Alaska Refrigerator works at Muskegon, Michigan, and gleaned many valuable suggestions from him as to how to earn the largest dividends from wise investment in the salary account. It is noteworthy that a strike is unknown at his factory, and satisfaction and contentment is general among all the employes.

#### Men are Never Discharged

One of the striking features of Mr. Ford's policy toward his employes is that foremen have no power to discharge employes. The fact is no man is ever discharged from the Muskegon works. If an employe goes wrong he may be laid off for a limited time to think it over; then he may come back and go to work again, if he chooses. If he goes permanently wrong, and repeated trials fail to right him, he finds he is laid off so consistently that he finally takes the hint and drops out. Invariably, however, if he applies for work at another factory, and inquiries are made as to whether or not he was discharged, the reply is, "No, sir; he was not."

This policy in itself creates confidence and loyalty among the men, and as Mr. Ford puts it, "There is no limit to what a factory may accomplish in extending its output with that spirit among its employes." That the same policy would work equally good results in a great organization like the modern department store seems beyond argument.

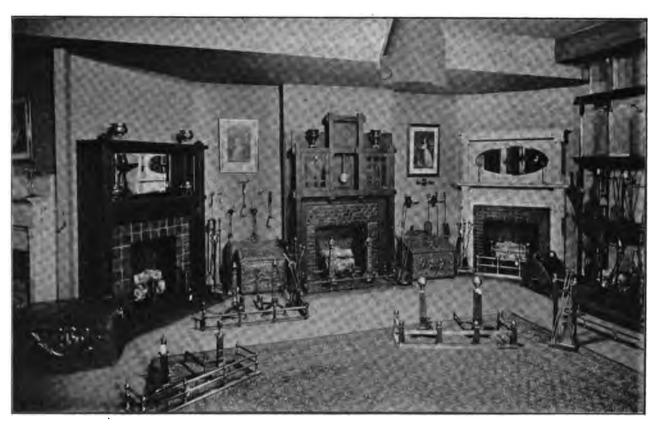
#### Incentives to Good Work

Further, Mr. Ford's men are rewarded in various ways for showing excellence in their work. There is a question box in which the men are instructed to put any suggestions for the improvement of their' work, and suggestions that are adopted by the management are paid for in sums ranging from \$5 to \$25. There is also a prize record bulletin, on which is posted the best records for turning out work. If John Jones last month produced a given number of parts, and James Smith this month excels that record, his name takes the place of Jones and he receives a prize. His name remains on record, until somebody else establishes a new record. Again, at-Christmas time Mr. Ford distributes to all the men subscriptions to popular magazines, which enter their homes every month as a continual reminder of the interest the factory takes in their welfare. All these things induce a spirit of loyalty nothing can shake, and the men are always ready to cooperate with the management to secure the best possible results.

### The Value of a Man

Outside of the actual amount that his work is worth, every man has a concrete money value placed on him by the company. This value is estimated by the foreman of the department where he works and is kept for reference in the office.

The basis of this valuation was explained by Mr. Ford as follows: "We estimate the value to us of our men at \$20,000. By that I mean, if the company were to give me the factory and equipment and stock just as it is to-day, and the same customers and business without the men, it would cost us \$20,000 to bring our organized force up to its present



"WHERE WOMEN CAN BE SHOWN WHAT FIRE PLACE FIXTURES WILL LOOK LIKE."

efficiency. Therefore every man is an actual asset, and that is why we do not wish to lose one of them. It is an actual financial loss to us, if we do. That is why we impress it upon the foremen that when they ask us to discharge a man, they are requesting us to throw so much money in the furnace."

The book containing this valuation table is most interesting. Some of the men are valued at \$10, they being, as Mr. Ford explained, probably men who had but recently begun work there. From that the values ranged up to \$1,000, although there were not so many of these.

## Surround Yourself With Good Men

The thought is, a department manager to be successful should surround himself with good men. If he puts his men on their mettle, rewards them according to their abilities and adds responsibility to those able to bear it, he will train a body of men who can carry along his work whether he is there to supervise them or not. Moreover, a department head owes it to his firm to make this his policy, for should he be detained from business for any length of time, his firm will feel confident that all will be as

it should during his absence. Should he resign to go elsewhere, the same obligation rests upon his shoulders.

#### How the Tables are Turned

There is another side to this story, wherein the tables are turned upon the head. If he is "from Missouri," so far as his assistants are concerned, the public is "from Missouri and wants "to be shown" all of the time that the stock carried is good in quality, fair in price, and in the case of new and untried goods require demonstration of their utility before they can be induced to buy. The application of this principle in every section of the complex house furnishing department will lead to an increase in sales beyond all anticipations.

#### The Public is "From Missouri"

This may be seen in our aluminumware department, a line of metalware comparatively new to most women. The chief points of interest to shoppers are its light weight and practical indestructibility. In order to demonstrate these two points to the best advantage we have had a pair of large wooden scales erected over the aluminumware

counters. On one side we have placed a heavy iron kettle; on the other, piled numerous aluminum utensils to counterbalance the weight of the old style ironware. This argument speaks for itself. Hanging to the upright bar of the scales you will see an aluminum sauce pan battered all out of shape with a hatchet, and yet its usefulness is unimpaired so far as its ability to hold water is concerned. The most ardent woman from Missouri can ask for no better demonstrations of the utility of this ware, and our demonstrator has little trouble in convincing customers of its merits for cooking purposes aided by such an attractive and striking display.

### Providing the "Stage 'Setting"

Brig.

There are certain articles, such as fire-place goods, which sell best when women can see how they will look when in their homes. Formerly it cost us much time and trouble to send andirons, spark arresters and other fireplace fixtures to the homes of customers only to bring them back again, because they did not look well after they were put in place. We have overcome this difficulty and augmented sales by building model fireplaces similar to those found in most houses in Philadelphia, where women can be shown what the fire place fixtures they select will look like when installed in their homes.

## **Employing** Experts

This is an age of specialized industry, and that man wins the greatest degree of success, who knows most about one thing and offers his knowledge for sale in the market where it will bring the best price. We recognize this fact here, and in our Bird Department, for example, you will find a man brought up to know the art of raising canary birds as songsters. This man selects our birds from special importations, thus assuring our trade the best service obtainable in this country.

## A Word About Canary Birds

As you probably know, canary birds come from the Hartz Mountains, Germany, and are raised by families in their homes, some raising a few in cages, while others set apart a whole room for this purpose. Some growers make a specialty of raising songsters, of which the most famous are the St. Andreasberg "rollers," so named because of the beautiful trills that run through their song. These are taught by older birds after they have grown from fledglings to the dignity of feathers. They are then placed in a dark box and hear nothing but songs by their "teachers." It takes four to five months for them to reach the required standard of song.

It may interest you to know that the original canary, which came from the Canary Islands, was not yellow, but a mottled brown with a yellow crest. The Germans cultivated songsters, while England developed size and color, the English canary being a large bird about the size of the American robin with a yellow body and head, its wings and tail being almost white. France developed a slender bird of graceful appearance, with a hump on its back, but neither the English or French canary is as sweet a songster as that produced by Germany.

#### Advertising by Means of Novelties

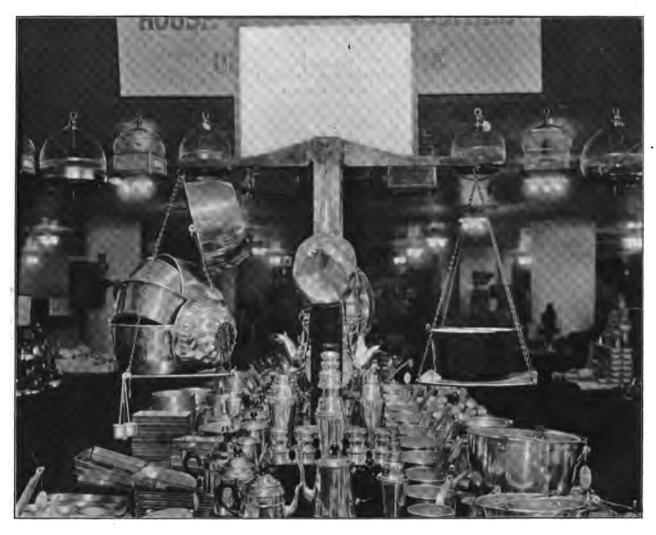
Speaking of expert service, we have developed the sales in our cutlery department by placing in charge of it a man who is, in point of fact, in love with this class of goods, and who sees its possibilities in the way of display, and who takes a pride in arranging his table so attractively that nobody can pass the counter without casting an admiring glance at its arrangement. You will also notice the immense knife standing erect in the centre of the cutlery table to advertise this department. The knife cost \$750, but we consider the investment a good one, because it is talked about by our customers. The only place such a knife can be seen is at our store, and this fact draws customers to this department who are in the market for table cutlery.

## Keeping an Eye Open for Attractions

The manager should always have his eyes open for attractive lines which will bring people to his department. A short time ago we happened to drop into an Antique Shop, where we saw mahogany serving trays on sale at \$15 each. It struck us that these trays would prove a very attractive line to carry, and we concluded that they could be manufactured to sell at much lower price. We bought one and took it to a mirror manufacturer with whom we were well acquainted, and asked him how much he could reproduce the tray for. As you will see, we have been able to place them on sale at \$6 each, and they have been the means of bringing a great deal of business to our art specialties department.

### A Weekly Shift of Stock

So far as turning stock is concerned, it is our belief that goods upon the aisles should be removed from place to place every week, so that customers will be confronted with new attractions when they enter the department. How long would a stock company last in one of our local theatres which failed to change its bill weekly and provide new



"ALUMINUM UTENSILS COUNTERBALANCE THE OLD STYLE IRONWARE."

attractions from time to time for its patrons? A store's aisles are its "blood pump," or heart, and along these arteries of trade flow a continual series of surprises that will maintain public interest in the goods displayed on its counters. This is the reason we change the tables on our main aisles every week, and endeavor in every way possible to convince all who enter our store that nowhere else can they obtain as fine a selection of goods as is to be found here.

## Buying Conservatively to Keep Stock Fresh

A few years ago a salesman might offer us articles at \$1 a dozen, and if he quoted us 95 cents a dozen in gross lots, we were apt to consider we were securing a big bargain, in buying the larger quantity at the reduced rate. This is not the method of to-day. Small purchases give freedom in buying and enable

turning over of stock rapidly, and if a buyer spends \$40,000 out of a monthly appropriation of \$50,000 for his department, he is always in a position to buy up the occasional good things that come his way.

## "Rooting Out" the Slow Stock\*

It is important that the stock should be kept fresh, and in an immense establishment this task is no easy one. While working on this problem some time ago, we stumbled upon the fact that in our stock room there was a young man who was, in the slang of the day, "on to his job." If any body wanted to know where anything was, he was told to "ask John."

We called the young man up to the office one day and said to him, "John, how would you like to come down onto the floor and look after the stock?"



"TAKES PRIDE IN ARRANGING HIS TABLE ATTRACTIVELY."

"I would like that very well," he replied, "but what would you like to have me do?"

"We would like you to keep the stock in order on the floor, prevent the accumulation of old stock, and root around for the goods that are moving slowly.

We want you to do the best you can and take the responsibility of caring for the stock on the floor. So long as you do your work properly we will probably have nothing to say, and if there are suggestions to make, you will certainly hear them."

This young man took hold with enthusiasm, and the consequence is that old stock and damaged goods are practically unknown in the department, and slow goods are placed upon the bargain counters as

soon as they are discovered. He has become valuable and now has a helper to assist him in his work.

#### Conclusion

In conclusion, we can only say it seems that the department manager who places himself in the position of being "from Missouri" all the time; who rewards his assistants with responsibility and

increased remuneration who "show him" that they can make good, will develop a sales force which will render success beyond all shadow of doubt, and gain the loval coöperation of every employe. It is equally necessary that the manager should make it his guiding principle to demonstrate in every way to the public the value and utility of his goods, and the public once "shown" that they can depend on securing the best service will reward him.



" MASSIVE AND SOLID"



"SAVES HER BOTHER"



## **OLD COLONIAL METALWARE**

The Revival of Public Interest in Antique Metalware Has Created a Demand for Brass and Iron Fashioned After the Olden Times





N COLONIAL days, says Hester Price, the housekeeper took great pride in handsome candlesticks of bronze, silver and crystal. At the present time, the aesthetic taste may be indulged without great outlay in money. "If a woman has any talent, it will come out on her

table." Soft lights are such an addition to the charm of the simplest table that it would be well for the woman who keeps house to make a study of candlesticks and candle shades.

Visits to homes where good taste prevails only serve to demonstrate that women are harking back to the days of grandfathers with an ever increasing enthusiasm, and those who are so unfortunate as to have no New England ancestors handy from whom to acquire by virtue of descent genuine antiques of iron and bronze candlesticks. andirons and all that—are turning to the art metalware maker of to-day to provide them with clever replicas inspired by the craftsmen of long ago.

## Candlesticks as Table Decorations

"Help me to a candle and pen, ink and paper," says Shakespeare in Twelfth Night. "As I am a gentleman, and I will live to be thankful to thee for it."

As a sign of gentility the candlestick has come down from centuries long gone in the history of the English race, and when one considers the multitude of beautiful designs offered lovers of the beautiful there is small wonder that women go in raptures over the brass candlesticks displayed by clever department store managers in those cozily decorated corners where tables are to be seen set for a feast with candlesticks and shades in a bewildering variety of shapes as decorations. It is this "showing how they will look" that captivates women's fancy, and aids the salesman in unloosing their purse-strings.

Cuts by courtesy of the Rostand Mfg. Co., Milford, Conn.

Among the many pleasing designs that appear in the stores is a candlestick of brass, tall and slender, with a graceful bowl at the top that suggests the lightness and speed of Mercury. Another is oblong at the base, with many curves, yet as massive and solid as the pillared fronts of old New England mansions. A third is reminiscent of old English massive silver candlesticks, though made of brass like all the others, and is redolent of that substantial prosperity that is part and parcel of the home atmosphere of "old families." Artistic in every line, and surprisingly beautiful to the observer of good taste where art metalware is concerned. these candlesticks leave little to be desired save possession. It is something of an anomaly, but the modern woman dislikes the candles of her grandmother's day, and for her convenience a lamp candle is provided which saves her all the fuss and bother

incident to the use of the tallow dip.

## Equipment for the Fireplace

Those who are familiar with Ik Marvel's "Reveries of a Bachelor" will recall the many touching and human stories his fancy wove about the flames,























Digitized by Google

which leaped and danced in the old fashioned fireplaces of Colonial days. There is such a genial warmth and glow about a log fire, or an open hearth grate, with its blazing coals and flickering blue coal gas, that many people to-day go far afield to find a house equipped with a fireplace that is "real." Finding this, then comes the task of selecting andirons of iron or brass, firesets and fenders, and selection is a task, for many are the designs offered by brass and iron workers.

#### **Andirons**

While thus delving in the past for reminders of our fathers' ways of driving Jack Frost from the habitations of men, it might be worth while asking, whence the word "andiron?" Defined as a utensil for supporting wood when burning in a fireplace, the origin of the word seems lost in obscurity, coming from Old English apparently, thus indicating that andirons at least were unknown to the Greeks, the Romans, and Egyptians. That andirons were once called "brandirons" seems the best explanation, not the brand irons used on the Western prairies to mark a ranchman's symbol on his cattle and horses, but those brands suggested by the word "firebrand." Some of us may recall the word "fire-dogs" as a synonym, and in truth a style of iron firedogs illustrated opposite suggests the tenacious bulldog commonly reputed to be a terror to tramps.

While fire has been worshipped by some peoples of the Orient in ancient times as symbolic of immortality and the eternal mystery of life, none have ever suggested fire as symbolic of wisdom. Yet owls wrought in iron seem appropriate enough as guardians of the fire-place, and suggestive of musings before the blazing hearth on some wintry night upon topics intimately relating to the mysterious ways in which Nature works her wonders to perform.

Brass andirons are no contradiction of terms. While the firedogs of our fathers were made of the commoner metal, yet the modern metal worker violates no rules of propriety in using brass as his material of construction. Consider the handsome Colonial andirons shown close at hand, the columns capped with globes, the bases square, the feet curved gracefully inward, and tell us what more beautiful design could be conceived than this? For those who love frills and fancies, there are andirons of brass crowned with a wreathed design suggestive of Roman times, while Neptune with his fishes disputes the omnipotent sway of Vulcan and his blazing forge.

#### Fenders and Fire Sets

Given the fireplace and the firedogs, yet the stage setting is not complete until the fender is in place to mark off the bounds beyond which Fire and his Ashes may not pass. Brass is here the medium of expression, and out of several handsome designs offered by the metalworkers, there are two of striking appearance—one plain and simple as were the Colonial good folk of the days of Washington, and another the simplicity of which is relieved by wreaths of brass as appropriate as they are attractive.

Firesets offer no end of opportunity, so far as ornamentation and gracefulness of design are concerned, and the variety offered is beyond belief. Typical of the many is one, the stand being a single rod with three hanging arms to which are appended shovel, poker and tongs when these most useful utensils are permitted to rest in peace, casting an ever watchful eye upon the fire lest this capricious element take French leave and go out up the chimney leaving hoary old King Boreas to enter where he is not welcome. Another familiar set is of brass, the standard being made with a round base and an upright with encircling arms, against which may recline the utensils the housewife uses to poke the slumbering logs into blazing activity.

#### Knockers

Knockers were common in Colonial days, though not the kind heard about within the period of modern slang. Before Ben Franklin drew lightning from the clouds, and others following him put up electricity in glass bottles to ring doorbells with, and unlatch the front door by the pushing of a button, neighbors brought the bustling housewife to the door by knocking like thunder by means of the lion's-head that hung waiting to be given a chance to roar.

One knocker of contemporary creation is an American eagle, with head cocked sharply aside, mouth open shrilly heralding his "knock" against the rough usage he is receiving, and wings pendent, ready to announce within by resoundant blows of brass on brass that callers have come. For simplicity and beauty of design no knocker seen upon the doors of old New England houses set in place decades ago can excel another brass knocker also adorning these pages. The home furnished with a Colonial fireplace is incomplete without a knocker upon the door, containing as it does the suggestion of the treasure inside the house in store for the caller who, like the hostess, revels in the relics of the past.



## Tradeis Brisk in Our Store



## Because We Sell None But Jewel Stoves the Easiest to Operate the Handsomest to Look Upon



HE Jewel Steel Range is the gem of the kitchen. The body is made from h steel and is also interlined with heavy steel-between these two steel sheets asi placed. This construction keeps the heat in the oven and makes it bake---(as hundreds in this city can testify) with less fuel than any other range.—The fire box is made in sections so that when repairs are necessary only the part that is worn need to be supplied, at small expense, to make it good as new.—The grates are removable without disturbing any other part of the fire box.-The rivets are all driven cold by hand.-In fact all the work about the Jewel Range is done by head in the best possible manner.

No Other Like It. None Just As Good.



## Jewel Base Burner is Queen of the Parlor



EWEL Base Burners will do one-third more heating and use at least one-third less fuel-Because they are constructed on a scientific plan that makes the entire back and base or the stove an effective heating surface.—The rear flues are divided by a double heating flue that is entirely within the store

This flue takes the cold air from the floor and sends it out at the top highly heated, -- This also assures perfect distribution of heat throughout the room .- When you consider that the ai in an ordinary room passes through this flue every 36 minutes you will realize the saving qualities of this construction .-- Should you desire to you can easily heat an upper roo m from

Beware Of Imitations None Genuine Without the Jewel



## The Jewel Oak Is King Of All Oak Heaters



IR admitted at the bottom of a stove loses its oxygen in passing through the coal in the A IR admitted at the bottom of a stove loses its oxygen in passing carough and the fire pot, and becomes worthless for the purpose of combustion. Air to mix freely with the gases above the coal must be heated to a high temperature. This is the reason for putting the hot blast duct in Jewel Oak Heaters.—It supplies air charged with oxygen beated to a degree which enables it to mingle freely with the gases, and converts into heat the products of combustion otherwise lost, thus effecting the greatest economy.

The hot blast duct also reinforces the stove where it most needs protection, that is at the lower part of the body where the fire is bottest.

The improved ball bearing duplex grate is easy to operate and easily cleans ashes and

\$10 to \$32 .00 BOWN, \$1.00 A WEEK

**JEWEL FURNACES**  Spratt, Corcoran & Foley Co. 18 PUBLIC SQUARE, WATERTOWN.

JEWEL FURNACES

## TRADE PUBLICITY

How Enterprising House Furnishing Dealers Advertise Their Wares, What They Say and How They Say It:



DVERTISING for January will be largely "Sales," as this is the month for inventory taking and cleaning out stock preparatory to the Spring trade. It is important that the house furnishing department secure as much space as possible, and it might be well for its

manager to suggest to the advertising man that he give a page, or a half page to one department at a time on successive days of the week, announcing in advance what the next day's program is to be. In this way no department will be boosted at the sacrifice of another, and public interest will be stimulated in what is "going to happen next."

We quote a letter written by F. L. Brittain, of Kansas City, to "Brains," which deserves careful consideration:

"I note with regret that department stores all over the United States are taking advantage of the times to buy "unlimited quantities" of merchandise from "hard pressed" and "bankrupt" manufacturers.

"The great stores are creating a feeling that the country is paralyzed and the claims they make are not borne out by the facts. The foundation of all business is confidence—confidence in the country's money, in the maker, in the seller, and in the store's own advertising. And to-day, while so many wild rumors are afloat, why should the big stores flaunt their red flags of 'Desperation,' 'Bankrupt,' and other questionable sales in the face of an already restless people?

"A feeling of confidence and good cheer should be propagated, especially at this time. Let us have the truth in advertising—nothing is to be gained by trying to force out goods at the expense of confidence."

#### Consult This Department

We also call attention to the fact that this department is for the service of managers of house furnishing departments, and of house furnishing dealers who may care to consult with us, and who desire criticism of their advertising announcements. Send along

advertisements that have brought good results, or send in copy which fell flat; possibly we can point out its weak points and suggest changes that will bring better results next time.

W. E. Noyes, buyer of house furnishings, crockery, and toys for the R. A. McWhirr Company, Fall River, Mass., whose Thanksgiving announcement we reproduced last month, writes us:

"We were somewhat surprised on opening our December Review to find a reproduction of our Thanksgiving announcement, as we did not know our ads. were so far reaching; but then, that only goes to show that we should never judge an ad. by direct results.

"In the present case, we had a very successful sale, and have found that this style of ad. is the best business getter. An advertisement that is all bargains tends to confuse, while an announcement, with a few leaders prominently displayed, brings in fully as many people and at the same time sells many more regular goods."

As almost every department store in the country is carrying a more or less full line of stoves, we reproduce opposite a full page advertisement by the Spratt, Corcoran & Foley Company, Watertown, N. Y., devoted to advertising the Jewel line. This stove ad. is the best in layout and typography we have seen, and adverse criticism is impossible. Its striking points are its headline: "Trade is Brisk in Our Store," the reasons for this brisk trade being given in a strong three-line subhead which states the two strongest selling points of the Jewel stoves. Another strong feature is the well balanced illustrations, showing ranges and base burners with their prices and terms of payment clearly marked. a matter of no small consequence. Again, the three sections devoted to reading matter are set in type pleasing to the eye, and easy to read; moreover, each section tells in plain, simple language the facts about construction purchasers should know and that demonstrate the superiority of these stoves. Each panel has also catch-lines, which drive the argument home, and are calculated to stick in the memory. This advertisement should have pro-



duced "brisk trade" for this store, and indicates how space, large or small, may be made attractive and easy to read.

China and glassware makes a splendid window or counter display for the manager of house furnishing departments and stores, but because of the bewildering variety of designs and pieces that make up his stock, they are rather difficult to advertise; that is, if it is the aim of the advertiser to illustrate rather fully the extent of the line he carries. The "China" ad. by the Wyman & Rand Company, of Burlington, Iowa, indicates how, by the aid of an artist, this difficulty may be overcome and a very attractive advertisement prepared, which will leave room for plenty of white space and typographical display. This advertisement measured eleven inches (three columns). It will also be noted that no attempt has been made to describe any of the arti-, cles carried, but attention is called to the fact that the "China Department is daily crowded and the public realizes that they can secure anything in the China, Glassware, and Pottery lines that are made." The worth of the goods carried is emphasized by the fact that "sales are three times what they were a year" before, and the stock is larger than was ever carried by a Burlington firm—the reason why people should buy at this store. While there are other ways of describing china and glassware, as will be shown in subsequent issues, this advertisement is worthy of study, and the house furnishing manager may well take the hint, and call upon the advertising department for the services of an artist occasionally in order to embellish his announcements of these lines.

Those who are puzzled by the problem as to how to advertise and display their enamelware will do well to study Morley Brothers' advertisement, of Saginaw, Mich., reproduced on this page. This ad. is ten inches deep, two columns wide, and shows a good variety of the line of enamelware they carry, and has one excellent feature which would make this a good mail order ad. if sent to customers who live so far from the store as not to be able to visit it easily; that is, the prices are given for the various sizes in which each of the articles advertised are made. The type arrangement is good, and the ad. is apparently the work of a practical ad.-smith, who knows how to go after business.



There is a tendency among many advertisers, who are limited to small spaces, to crowd the entire house furnishing department into one small ad. The futility of such a course is beyond argument, and we show above two five-inch, two column ads that are good examples of how to use such space to the best advantage—that is, to select one strong trade-puller, illustrate it well, describe it well, and depend upon the one shot to bring trade to the store. For its purpose, the Barnes & Miller Hardware Company, of Memphis, Tenn., selected a Self-Basting Double Roaster, and the Snow-Tullis Hardware Company, of Montgomery, Ala., a wellknown Coffee Percolator. The first named firm has made a pleasing and original departure from the usual border effect, while the latter firm has secured a well appearing ad. by a tasteful selection of type and the liberal use of white margin,

The half page advertisement of "Wednesday's House Furnishing Offerings" by The "Famous" Department Store, of St. Louis, Mo., appears to us to be crowded, badly arranged, and difficult to read. The headline is good, and the use of a characteristic stereotype carrying the firm name is first class advertising practice. But why use so many small box borders, particularly that in the upper left hand corner around 75 cent Picture Frames. If, for emphasis, why not use the same space for a head "Our Leader," or set the matter in a little heavier type than the rest of the panel. The lower right

and left hand panels are excellent, but the box borders around the Food Choppers and other paragraphs in the three middle columns appear to us to be in rather bad taste. The Flour Bin cut should have been pushed to the top of its column to balance the Dining Room Dome cut opposite, and the combination chandelier cut dropped down to balance the food chopper. It will also be noted that metalware is mixed in with notes concerning china and dinner sets, with no headline to distinguish these articles from the others. While many will argue that, if a customer wants anything provided by the house furnishing department, she will read such an extensive announcement through, the fact remains that for every woman who wants to buy kitchenware, there are a hundred who do not, and whose interest must be aroused by calling her attention to new specialties of which she may never have heard before; or by setting forth staple goods in such an attractive manner that she cannot help reading every line of the advertisement. The final test of a good advertisement is, Does everything in the advertisement harmonize? Is the ad. as effective as it might be? Will it be sure to catch and hold the attention of readers, persuade them to make purchases from you, and induce them to speak to their neighbors about it? Is the ad, different, and will it stand out from the advertising of competitors among which it is placed? Is it too crowded? Answering these questions for himself, the ad-smith will become his own critic to good advantage.

## WONDERFUL PENNSYLVANIA CLAY DEPOSITS

A Marvelous Variety of Sands, Clays and Natural Mineral Colors Found on a Farm in the Keystone State

N THE Old Church road, near Oreland, Pa., some wonderful clay deposits have been discovered on the extensive Allen farm that are being utilized in a novel manner. Lying only a few inches below the surface of the fertile soil of the farm lands there has been found during recent years not only the usual terra-cotta and brick clay, for which many farm lands of this section of Montgomery county's iron ore belt are famous—the clay which burns a cherry red when fired—but also a clay containing less iron, which is valuable for producing glazed ware, and a white china clay—one of the best plastic bodies for producing white-ware, pottery and tiles in relief.

The clay deposits of to-day that are attracting attention in this vicinity are coming to be considered quite as wonderful for utilitarian purposes as were the discoveries of peculiar iron ores throughout this section of the State in the past, and long before the middle of the last century valuable iron ores were discovered here. Brown hematite is a common ore in this section of Montgomery county, and many thousand tons of this ore have been taken out. The ore occurs principally in the limestone belt, from Edge Hill westward to the Chester county line. It is found in extensive deposits of clay, and it is said that the first ore ever dug in this valley east of the Schuylkill was near Spring Mill, on the farm of J. Kirkner.

In every instance where the clay deposits and their products have come to be fully appreciated of late years, there has been an artist of remarkable ability to experiment with them, and to produce unusual results in the product of arts and crafts in garden pottery, in tiles and in many quaint handmade wares. Only a few years ago the decorative clay products with which Mr. Henry Mercer's name is associated began to attract attention in Doylestown, but it has remained for Joseph H. Dulles Allen, an enthusiastic member of the artistic Allen family, to produce the most wonderful results in clay modeling and in tile-making along varied lines.

The picturesque possibilities of the farms of this vicinity have also been set forth by the ingenuity of Mr. Allen; the largest of the abandoned iron mines on this big farm near Oreland has been converted

into an extensive lake. Here rare Chinese ducks are raised; pleasure boats are found along its banks; quaint rustic bridges span the streams leading to the lake; native wild flowers are grown in great profusion along its banks, and nestled down near the water's edge, in attractive clumps of hardy shrubbery and trees, may be found the most picturesque private studio and kiln in all Montgomery county.

"To-day would seem to be the age of hand-made wares," he says. "In all branches of arts and crafts, in metal or marble, in furniture, jewelry or bookbinding, we may note the demand for work, hand-wrought or hand-tooled; this, not only that the craftsmanship may be thorough—the furniture enduring, the books to resist their thumbing—but also because of the characteristics of individuality inherent in hand-made ware. At no time in the history of this country has so much attention been paid to artistic effect coupled with intrinsic value. Individual pieces show the impress of the potter's thumb, or perhaps the touch of his ivory instrument will leave its mark upon the clay, revealing its plasticity and life.

"As to the method of manufacture—an Italian potter turns his wheel and presses and throws the clay of this new country until his hands have formed the quaint shapes of the old. In producing the hand-molded and hand-modeled designs the original is modeled in clay, and a plaster mold made from it. This in turn is filled with clay and pressed into cracks and crevices of relief designs. On leaving the mold the 'green biscuit' of clay is allowed to dry, and then is modeled and finished by hand. The French ware (Provence, Brittany, etc., is thrown on the wheel in the hurried, artistic method they employ, and its decoration 'Peinture sur email cru' is in the primitive form of application after the manner of their potteries."

It is believed that on the Allen farm there is an unusual combination of ceramic components unknown on the other farms of this iron ore belt. After a year of boring for specimens, making analyses for chemical constituents and empiric trials for firing qualities, this decision was reached, and much interest was shown in the great variety in clay and sand products occurring in the same place.



THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES

ESTABLISHED 1892

Entered at the New York Post Office as Second-Class Mail Matter.

Published Monthly at

59-61 Park Place, New York (Telephone: 447 Cortland)

By the

## TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President

1. B. SCOTT, Vice-President

A. EUGENE BOLLES, Secretary-Treasurer

#### SUBSCRIPTION RATES

#### ADVERTISING RATES ON APPLICATION

Advertising forms close on the 20th of each mouth. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

When in the New York market, buyers are cordially invited to pay us a visit.

Vol. XXVIII

JANUARY, 1908

No. 1

Read the Advertising House Furnishing Review misses one-half of the benefit he derives from his subscription, if he neglects to read even the smallest advertisement to be found among its pages.

There are at least two good reasons for making this assertion.

First, the Review is the recognized medium of the trade, and wide awake manufacturers, who are producing new goods that sell, make their first announcements in this publication. There are always new advertisements in each issue, therefore, and reading the advertising pages is the best way the buyer can keep posted on "what is new" in his line.

Second, most of the advertisers change their copy from month to month. To read, and even study the construction, wording and typography of advertisements herein is, therefore, a splendid education in ad-writing, and will suggest many ideas the live buyer can use to good advantage in preparing copy for his local newspaper.

Third, it is the primary object of all advertisers to create demand for their goods, and all who advertise in the Review have a further object—to convince buyers that their goods are salable to the general public. Hence, our advertisers are continually pointing out the strong "selling points" of their products, and close study of their announcements will educate the buyer himself, who carries their products, in how to display, advertise and train his salesmen in disposing of his stock. This reason, if no other, should lead buyers to make it their practice to read the advertising pages of this, and all future issues of the Review.

Business System Time was when the house furnishing department was considered but an insignificant factor in a department

store. As a prominent Boston buver pointed out last month, the house furnishing department of to-day stands in the forefront with upstairs departments as to sales, profits, and importance, and has the added advantage of having caused the "desert to blossom as a rose" by utilizing space once relegated to storage and delivery purposes. Progress is not an accident: success is not won by "wishing," nor accomplished by mere "good intentions;" both are the product of foresight, hard work and ambitious effort. 'Wherefore, the first thing to do before embarking upon a hazardous business enterprise is to sit down and count the cost: to plan, map out the course of action likely to bring success; to eliminate needless expense; make the work to be done easy by saving friction, lost motion and duplication of effort—all of which is a good definition of business system. The modern buyer of kitchen furnishings, crockery, glassware, china and all that must yield to the prevalent demand for the systematic worker, and by reducing the expense of operating his department to a minimum and raising its profits to the maximum make good. To accomplish this, the buyer must devise whatever methods are necessary to keep him fully posted on what is happening in his department from stock room to shipping department. How this is to be done has no place here; that this should be the buyer's policy for his own sake, no matter how much time and trouble it takes, is all that need be said.

Good salesmanship comes from Good within. It is the result of knowl-Salesmanship edge of the goods to be sold, confidence in their worth, and enthusiasm over their good qualities. The best salesman in the world cannot sell a product in which he has no faith: neither can he sell goods about which he knows nothing. Moreover, the old maxim, "A bird in the hand is worth two in the bush" finds exemplification in this: that a good salesman is not satisfied with selling a customer just what he wants; he goes a step farther, and sells him more than he expected to buy. How? By the tact, patience and care he employs in displaying not only the goods asked for, but also the goods not asked for, that may serve the same and similar purposes better.

Foot Forward

There is an old saw that says,
"Put your best foot forward." The inference is suf-

ficiently obvious to need no comment. The saying is timely just now, because January is the time when there is something of a chance to slow down and catch one's breath. The holiday rush is over, inventory stares one in the face, and the tendency is to sit back and think things over.

1908 is a Presidential year, however, and it succeeds a year altogether contradictory in character, since in many directions trade surpassed in volume the unprecedented prosperity of 1906 in spite of the fact that hoarded money and almost panicky conditions prevailed in October and November.

1907 has demonstrated beyond question that the United States is solidly prosperous. Had events framed themselves twenty years ago as they did in 1907, we should have had the worst panic the country has ever known. As it is, the only effect noticeable upon trade and manufacture was a greater degree of conservatism than before, but for the most part business has gone forward as usual, although some still lack confidence and need a little Dutch courage to stiffen their backbones.

The best remedy for existing evils, therefore, is for every department store and general merchandise store in the country to put its best foot forward. Look prosperous. Talk good business. Clean out old stock, and buy new goods. Tear down old fixtures, let the light shine in dark corners, and make the store bright, fresh and up-to-date. The result will be restored confidence and a year of prosperity in 1908 gratifying beyond all expectations.

Look and Talk
Prosperity

As everybody knows, hard times are psychological. They are the product of "lost confidence."

Everybody gets it into his head that the country is going to the demnition bow-wows, and everybody grabs every cent he can lay his hands on and "salts it down." It is the salting down process that raises Hob with things, and the best cure in the world for lost confidence is for everybody to look and talk prosperity.

The influence of the department store upon the popular mind is tremendous, and there is absolutely no question of the fact that, if the department stores of the country will turn about and begin to buy goods, advertise for trade and talk prosperity, that manufacturers will take heart, customers will thereby be created, sin e men will again find employment who have been thrown out because manufacturers have been unable to sell their products.

In other words, if the Spring trade proves to be a frost, the buyer will have himself to blame. Let buyers everywhere take this opportunity to put in new fixtures, clean out dark and dusty corners, sell off all doubtful goods at bargain prices, and look and talk prosperity from January first until January 31st, and keep at it until all complaint as to hard times has dissolved into thin air like one of those "rare-bit dreams" which sometimes afflict the best of men.

As predicted last month, the holiday
The trade has been big in all the large
Outlook cities of the country, "all of the

big department stores in St. Louis (for example) reporting an increase in Christmas business over last year," to quote dispatches to the New York Times, while cash was tendered in payment for goods, indicating the re-appearance of hoarded money. All of the leading stores of Buffalo also report a big business, while New York City stores were crowded to the doors, during the week of the 25th. On January 6th, 45,000 men go back to work in mills located within a radius of 50 miles of Pittsburg, while Custom House reports at New York show a big increase in the volume of trade in 1907 over the banner year of 1906. \$200,000,000 in January dividends show no increase in corporation earnings, and we repeat this month-buy. Mr. Buyer, buy. Make your inventory early in January, and push in your orders as soon as possible. tory buyers will be sorry enough who fail to heed our advice.

## A SNAPPY POST-CARD IDEA

How a New Haven Dealer Touched Up His Out-of-Town Trade — And Then Some

NEW HAVEN, CONNECTICUT.



RIGINALITY in Advertising pays, just as originality and initiative pays in all other forms of competition for trade. It is snappy, up-to-date new ideas never before sprung on an unsuspecting public which attract favorable attention, and bring customers to the stores.

There are many routine ways of reaching local trade, with which all house furnishing dealers and department managers

are (or ought to be) familiar, but few pay suf-

for its clever and original advertising methods. The complete post-card went first to a list of names selected from the telephone book; after it, at an interval of ten days went the second, explaining the purpose of the first visitor, and calling attention to an important fact—"we prepay freight or express on purchases of reasonable amount." The cards were supplemented later by clever booklets, describing the many varieties of goods carried in stock, but the very best follow-up stunt would be a regular out-and-out M. O. catalogue built on the lines of the big books mailed by R. H. Macy & Company, of New York, and the Chicago houses to be found in country homes throughout the United States.

TANCE POOLS

AN ANCIENT LANDMARK
"YE OLDE HARDE-WARE STORE."

He reached here yesterday on the trolley. This morning saw the College and other sights. Did some shopping at "Bassetts" Finest stock of kitchenware and cutlery I ever saw. This is a picture of their store its very old. They have lots of odd things for the kitchen and awfully fascinating moulds. He leave for home tomorrow. Both well.

FORM I.

The postal signed addit was meant for a little ad to call to your notice the most interesting stock of Kitchen things and Cutlery in the State New Haven people say its the most fascinating stock intown you'll find it worth while to look us over when you're in for we have lots of household things you didn't know were made. We prepay freight or express on purchases of reasonable amount of the John E. Bassett & Co.

FORM II.

ficient attention to Farmer Corntossel down in Podunk, or to the country trade generally, many of whom are to be found in the telephone book—a mailing list for clever M. O. ideas of superior value, because Mrs. Corntossel can send in her order by 'phone, if she is interested, and her orders can easily be sent by express or freight at small expense.

Adorning this page is a Picture Post-card sent to this class of trade by The John E. Bassett & Company, New Haven, Conn., a firm justly noted We had intended to illustrate some of Bassett's handsome booklets "On the Serving of Grub," "A Cook's Tour" personally conducted by the company through their various departments and "The New Haven Almanack for the Year 1908" done in green and red containing a "Calendar of Days and Months to which are added Certain Olde Time Pictures with some Historical Facts and many Pertinent Observations." The almanack is printed on a cream colored paper suggestive of age, with typography to suit,

and line cuts similar to the charcoal sketches of "Ye Olden Days." Most unfortunately, photo-engraving cannot reproduce certain color combinations—the camera being color blind—and we must content ourselves with the above brief and inadequate description.

The idea is clever to the discerning, and doubtless will inspire sundry bright brothers in the trade to go and do likewise.

As to the "And Then Some" of our title, we throw out two ideas for a working basis—"On the Washing of Fragile Glasses," and "A Time Table for Cooking," the latter a mighty good card for carrying a 1908 calendar, or an advertisement good all the year around, for a woman will surely hang the card up in her kitchen for reference.

### Washing Fragile Glasses

As every glass dealer knows, customers frequently complain because their servants break so many fragile glasses and thin glass tumblers. The reason is, the glass is wiped when it is wet, which causes the towel to grip the glass as in a vise and snap it on the slightest application of pressure. Wait until the glass is nearly dry—then the towel will slip and the danger is over. Use pure white soap, clear hot water, clean dry towels, and tissue paper for polishing.

As to the Time Table, the following paragraphs contain the data from which such a table may be compiled for use on a placard, in a booklet or a folder, according to the tastes and ideas of the enterprising ad-smith. As will be seen the time required to cook various meats and vegetables is given, as well as the oven temperatures that are needed. The latter should carry the announcement of such oven thermometers as are carried in stock.

## A Cook's Time Table

BOILING MEATS: Mutton, per pound, 15 minutes; Potted Beef, per pound, 30 to 25 minutes; Corned Beef, per pound, 30 minutes; Ham, per pound, 18 to 20 minutes; Turkey, per pound, 15 minutes; Chicken, per pound, 15 minutes; Fowl, per pound, 20 to 30 minutes.

BROILING MEATS: Steak, 1 inch thick, 8 to 10 minutes; Steak, 1½ inches thick, 10 to 15 minutes; Mutton Chops, 8 to 10 minutes; Spring Chicken, 20 to 30 minutes; Quail, 8 to 10 minutes.

BAKING MEATS: Beef Ribs, rare, per pound, 8 to 10 minutes; Beef, well done, per pound, 15 to 20 minutes; Mutton Leg, rare, per pound, 10 minutes; Mutton Leg, well done, per pound, 15 minutes; Lamb, well done, per pound, 15 minutes; Veal, well done, per pound, 18 to 20 minutes; Pork, well done, per pound, 25 minutes; Venison, rare, per pound, 10 minutes; Chicken, rare, per pound, 15 minutes; Goose, per pound, 18 minutes; Fillet, hot oven per piece, 30 minutes; Braised Meats, per piece, 3 to 4 hours; Liver, whole, 2 hours; Turkey, 8 pounds, 1 hour and 45 minutes; Turkey, very large, 3 hours; Birds, small, hot oven, 15 to 20 minutes; Ducks, tame, 1 hour; Ducks, wild, very hot oven, 20 to 30 minutes; Partridge, 35 to 40 minutes.

BAKED FISH: Codfish, per pound, 15 minutes; Haddock, per pound, 10 minutes; Halibut, per pound, 15 minutes; Bass, per pound, 10 minutes; Salmon, per pound, 10 to 15 minutes; Small Fish, per pound, 6 minutes; Lobster, 30 to 40 minutes; Crabs, 30 minutes.

BREAD AND CAKE: Bread, 1 hour; Biscuits, 10 to 20 mnutes; Layer cake, 18 to 25 minutes; Loaf Cake, 1 hour; Angel's Food, 1 hour.

VEGETABLES: Beans, to bake, 6 hours; Potatoes, 20 to 30 minutes; Asparagus, 20 to 25 minutes; Peas, 15 to 20 minutes; String Beans, 50 to 60 minutes; Lima Beans, 30 to 40 minutes; Spinach, 15 to 20 minutes; Turnips, 30 to 40 minutes; Beets, 1 to 2 hours; Cauliflower, 20 minutes; Brussels Sprouts, 10 to 15 minutes; Onions, 30 to 40 minutes; Parsnips, 30 to 40 minutes; Green Corn, 5 to 10 minutes; Maccaroni, 20 minutes; Rice, 20 to 25 minutes; Squash, 20 to 40 minutes; Cabbage, 30 to 60 minutes.

WEIGHTS AND MEASURES: 1 kitchen cupful, ½ pint or 2 gills; ½ kitchen cupful, 1 gill; 4 kitchen cupfuls, 1 quart; 2 cupfuls gran. sugar, 2½ cupfuls powdered sugar, 1 pound; 1 heaping tablespoonful sugar, 1 ounce; 1 heaping tablespoonful butter, butter size of an egg—2 cz. or ½ cupful; 4 cupfuls of flour; 1 heaping quart—1 quart; 8 round tablespoonfuls dry material, 16 tablespoonfuls liquid—1 cupful.

TEMPERATURE OF OVEN: Puff Pastry, 300-300; Meat Pies, 280-240; Bread, 280-220; Pork and Veal, 250-230; Beef and Mutton, 240-220. (Put in at first temperature, and keep in at second) 200 is too low for cooking.

## WHAT WAS THAT SALESMAN'S NAME?

A Handy Directory of Gentlemen Who Will Call on You, Representing Manufacturers of House Furnishing Goods



HANDY Reference Guide to Manufacturers' Representatives" is as good a designation as any of the following list of salesmen, representing a large number of prominent manufacturing firms, whose names and products are given in connection herewith. As a matter of course, it does not cover the whole

house furnishing trade, there having been a number of instances where firms or individuals objected for business reasons to furnish us with the desired information. Then, again, others sent their names, but in such a manner as to make it impossible for us to trace the firm title for the reason that the senders neglected to append it. In such cases the names were unavoidably omitted, and we would consider it a great favor if those left out of the January list will forward the full information needed in order that we may give such derelicts a showing in our February issue. We present this list to managers of house furnishing departments, and dealers in the trade with our compliments, and trust it will make our January issue one that will stay by them throughout the year.

ACME SHEAR COMPANY, Bridgeport, Conn., (Hardware Specialties). F. D. Baker, Eastern and Middle West States; Arthur Watts, Chicago.

A. & M. CO., Clyde, O., (U. S. Mason Jar Wrench). C. E. Wooley, Ohio and Kentucky; E. Matthews, Indiana and Michigan.

ADAMS & CO., J. J., New York City, (Brushes). C. H. Urry, New England & Middle West; C. A. Darby, Jr., Southeastern States; H. C. McClure, Denver and West; Leon Ballinger, Denver and West.

ALASKA FREEZER CO., Winchendon, Mass., (Ice Cream Freezers). Merrill D. Gay, Eastern States; A. B. Ware, Southern States; C. M. Bates, Central States.

ALASKA REFRIGERATOR CO., Muskegon, Mich., (Refrigerators). J. A. Hanna, Central and Southern States; L. E. Moon, Eastern States; J. H. Ford, Western Territory.

ALBANY FOUNDRY CO., Albany, N. Y., (Gas Appliances). C. A. Hones, New York, Pennsylvania and New England; Geo. W. Elliott, Boston and vicinity; W. J. Hammett, Connecticut; A. Macfarlane, Canada; C. B. Baker, Ohio.

AMERICAN FOUNDRY & MANUFACTURING CO., St., Louis, Mo.,; L. F. Foster, Pacific Coast; Geo. P. Phillips. Texas and Oklahoma.

AMERICAN LAVA COMPANY, Chattanooga, Tenn (Acetylene Gas Burners.) Edmond Smartt, West of Mississippi River; Paul J. Kruesi, East of the Mississippi River.

ANDREWS WIRE & IRON WORKS, Rockford, Ill., (Wire Goods). A. R. Miller, Minnesota, parts of Kansas, Missouri, Illinois and Iowa; E. C. Andrews, Michigan, Ohio, Indiana; Wm. Jukes, part of Illinois, Iowa and Wisconsin.

ATLANTIC STAMPING CO., Rochester, N. Y., (Sheet Metal Goods). W. A. McDowell, Massachusetts, Rhode Island, Connecticut; R. L. Luce, Maine and New Hampshire; Richard Hargrove, Northern and Eastern New York; E. M. Winnie, Western New York; M. B. Webb, Western Pennsylvania; W. T. Mullaney, Eastern Pennsylvania; Eugene N. Bell, New Jersey; B. A. Brown, Northern Ohio; W. J. Barron, Southern Ohio; T. F. Burton, Michigan; J. W. Young, Illinois; E. E. Aube, Jr., Iowa; A. L. Loy, Minnesota.

BARRETT MANUFACTURING CO., JAMES, 48 Pearl St., Boston, Mass., (Plumbing Material). Ralph J. Sherriff, New England States; John F. Philben, New England States; John Hartigan, Greater Boston.

BASKET IMPORTING CO., Inc., New York, N. Y. C. W. Arms, I. Benjamin, Aaron Goldstein, J. Landman, Julius Ohnhaus, H. M. Schwab.

BEECH NOVELTY CO., Mansfield, O., (Mop Wringer Pails). F. W. Buckman, New York City.

BOHN & CO., N. Cleveland, O., (Lambs' Wool Dusters). L. N. Felt, Central and Eastern States; H. H. Dupin, Central and Southern States; F. M. Kohl, Texas and Colorado; John W. McMillen, California.

BRONSON-WALTON CO., Lock Drawer D., Cleveland, O.. (Coffee Mills, Dripping Pans and Roasting Pans). A. E., Bronson, North of Mason and Dixon Line; W. H. Brooke. South of Mason and Dixon Line.

BROWNE MFG. CO., W. G. Kingston, N. Y., C. H. Dubois, West of New York; B. F. Bird, New York City and vicinity.

BUFFALO SLED GO., 1443-1459 Niagara St., Buffalo, N. Y., (Sleds). J. J. Schneider, Buffalo, Middle and Western States; A. C. Flech, Minneapolis, Northwest; J. T. Kelly, 45 Cliff St., N. Y. C., Metropolitan District; A. E. Bergoine, Pittsburg, Western Pennsylvania and West Virginia; T. J. Elliott, Elmira, New York and Eastern Pennsylvania.

BURLINGTON BASKET CO., Burlington, Ia., (Baskets and Willow-ware). R. P. Seaton, Central Illinois; A. J. Cooley, Omaha and Council Bluffs; J. C. Tomlinson, Kansas City, Kansas, Nebraska; Fred Miller, Mississippi River territory.

CENTRAL GLASS WORKS, Wheeling, W. Va., (Glassware). A. P. Doctor, New York; H. E. Waddell, Chicago; Thomas H. Butcher, Middle States.



CHADBORN & COLDWELL MANUFACTURING CO., Newburgh, N. Y., (Lawn Mowers). E. T. Smith, Eastern territory; H. H. Wallis, Western Tettitory.

CHICAGO ASBESTOS TABLE MAT CO., 782-784 W. Lake St., Chicago, Ill., (Table Mats and Iron Holders). Frank B. Wilbert, New York City and New England; M. W. Smith, New York and Pennsylvania; Chas. D. Kane, Middle West; H. G. Scovern, Pacific Coast.

CHICAGO FORM CO., 115 Franklin St., Chicago, Ill., (Clothes Hangers). M. H. Ott, Pennsylvania and New York, except New York City; Geo. McCarthy, New York City and Metropolitan District; W. F. Homer, Boston and Northeastern States; Abe Levy, Kansas and Oklahoma.

CINCINNATI TIN AND JAPAN CO., 310-312-314 Walnut St., Cincinnati, O., (Tin Stamped and Japan Wares). Oscar Nesper, Walter G. Brown, Rief, W. G.; Charles W. Schoemer, Richard Bishop, and Charles W. Bell.

CLEVELAND VARNISH CO., Cleveland, Ohio, L. M. Combs, F. J. Donahue, L. E. Ellenbogen, G. J. Etzenberger, W. A. Edwards, J. O. Ewers, C. G. Hostetter, E. Hochberg, J. W. Hunter, C. C. Mann, C. H. Miller, C. G. Powell, B. R. Scannell, E. R. Smead, R. H. Sandy, J. H. Stimson, D. A. Wheelock, W. H. Williams, J. A. Warner, C. W. Watson.

COOLEY MANUFACTURING CO., Chicago, Ill., (Wire Novelties). Fred W. Cooley, 103-105 So. Canal St., Chicago, United States.

CORDLEY & HAYES, 172 Duane St., New York City. (Indurated Fibre Ware). H. B. Black, New England; Robert Barry, New York City; A. D. Beers, Pennsylvania, Maryland, Delaware and District of Columbia; J. J. Connolly, Eastern New York and Connecticut; F. H. Maher, New Jersey and Western New York; F. G. Myers, Ohio, West Virginia and West; J. M. Wingfield, South.

DOVER MFG. CO., Canal Dover, Ohio (Asbestos Sad Irons). A. S. Howe, R. F. Lund, A. S. Riley, G. E. Shawde, M. H. Snyder, W. D. Anderson, J. W. Muckley.

DUNN EDGE TOOL CO., Oakland, Me. F. D. Hall, Newtonville, Mass., Massachusetts, Connesticut, Rhode Island and New York outside of New York City;

ELECTRIC CLEANSER CO., Canton, O. Joseph J. Lippert, West; Calvin Seemann, Central States.

ESTES & SONS, E. B., 74 Warren St., New York City., (Specialties in Small Wooden Goods). John C. Van Schaack, New England, Atlantic States, and West to the Mississippi; A. Roy MacDougall, Canada; P. H. Drummond, St. Louis; Wm. F. Behring, Texas; Geo. W. Schulze, New York and Philadelphia.

ESTES MILLS. Fall River, Mass. F. W. Buckman, New York and vicinity; A. L. Tribble, Boston and United States in general; G. W. Cosley, Chicago and vicinity; R. Knighton, San Francisco and the Coast; E. D. Shays, Cincinnati; H. W. Buckner, New Orleans; S. G. Wilson, Los Angeles; F. H. Warden, Minneapolis and St. Paul.

FAULTLESS CASTER CO., Nebraska City, Neb., B. H. Noelting, Northern States to Pacific Coast, G. S. Koser, Southern and Eastern States to Atlantic Coast.

FULPER POTTERY CO., Flemington, N. J., (Water Coolers). C. A. Maydwell, Western States, 268 Market St.,

San Francisco. Cal.; G. P. Lowry, Southern States, 143 W. Peachtree St., Atlanta, Ga.; S. L. Parker, Flemington, N. J., Eastern States and Canada.

FORSYTH MANUFACTURING CO., Buffalo, N. Y., (House Furnishings and Hardware). H. N. Rose, New York and New England; B. X. Shielda. Eastern States; J. J. Comstock, Chicago and vicinity; W. F. Canavon, Canada; P. B. Birong, Middle West and West.

FRANK & DEKEYSER, 33 Park Place, N. Y. City, (House Furnishing Specialties and Glassware). Simon E. Steininger, East and South; Albert Rothschild, West; B. Brickner, New Jersey; I. Dekeyser, New York.

GENEVA CUTLERY CO., Geneva, N. Y., (Cutlery). R. K. Hall, Central, Eastern and Middle West; Mr. H. Berkele, 43 Leonard St., New York City; and Mr. W. P. Horn. Pacific Coast.

GILL MANUFACTURING CO., E. B., 21 Quincy St., Chicago, Ill., (Clothes Hangers). F. M. Collins, West; W. L. Neal, Ohio; A. S. Lasley, Pennsylvania; E. C. Gudd, New York; H. N. Williams, South.

GOLD METAL CAMP FURNITURE MANUFACTURING CO., Racine, Wis., (Furniture and Camp Outfit). E. E. Bailey, any territory; W. R. Gittings, any territory; W. G. Gittings, any territory.

GOSHEN MANUFACTURING CO., Goshen, Ind., (Lawn Swings and Porch Furniture). Myron E. Meader, Ohio, W. Virginia, Pennsylvania; M. M. Pager, Illinois, Iowa; Otto H. Gripe, Indiana, Illinois, Kentucky; H. S. Marvin, Michigan; C. B. Bogue, Wisconsin, Minnesota; O. P. Myers, Ohio and New York.

GOSHEN SWEEPER CO., Grand Rapids, Mich., (Carpet Sweepers). F. Alden Califf, East Wisconsin, South Michigan, No. half Illinois and Indiana; S. R. Jaus, East Pennsylvania, East New York, West Virginia and Maryland; F. D. Chum, Ohio, West Virginia, West New York; William E. Bryant, West Illinois, West Wisconsin, Iowa, Minnesota and Nebraska.

GREENER MANUFACTURING CO., H. M., Streator, Ill., H. M. Greener, all territory East of Chicago, in U. S.; Arthur M. Greener, West of Chicago.

GRISWOLD MANUFACTURING CO., Erie, Pa., (Gas Stoves and Stove Furniture). John C. Hollands, Western; S. E. Lent, Eastern; S. R. Herron, Ohio, Michigan; Charles M. Massing, Indiana and Illinois; D. K. Stucki, Southern.

HAGGARD & MARCUSON CO., 419 S. Canal St., Chicago, (Spring Beds). W. A. Sammons, Illinois and Indiana.

HARRINGTON CUTLERY CO., Southbridge, Mass., (Cutlery). George Walter Darris, 7 Warren St., New York City, New England, New York, and Pennsylvania; P. H. Beltman, 12 State St., Chicago, Ill., Middle and Western States; S. B. Whitlock, 256 Broadway, N. Y.; Geo. R. Reinhart, 619 Arch Street, Philadelphia.

HAZEL-ATLAS GLASS CO., Wheeling, W. Va., B. F. Stafford, New England States; W. J. Hamilton, Pennsylvania and New Jersey.

HAYES DUSTER CO., 115 Leonard St., New York City, (Feather Dusters). Sam Harris, New England, Middle States, Canada and the West and South. R. S. Cook, New York City; A. G. Roome, New York City and vicinity.

HEISEY & CO., Newark, O., (Glassware). C. G. Cassel, Middle and Northwestern States; John Patterson, Southern and New England States and Canada; James E. Johnson, Ohio, Indiana and New York State; C. D. Helwig, Pacific Coast; C. S. Whipple, Michigan and Wisconsin.

HIGGINS & SON, G. A., Galesburg, Ill., (Flue Stop). I. H. Amos, Portland, Ore.; M. G. Rodeannel, Minneapolis, Minn.; B. W. Cavell, Denver, Colo.; J. J. Comstock, Chicago, Ill.

HOLMQUIST & COMPANY, Chicago, Ill. (Curtain stretchers and ladders). J. O. Holmquist, sales manager; Frank H. Taylor, Philadelphia, and vicinity; H. Weinberg, Baltimore and vicinity.

HOLT MANUFACTURING CO., W. C., Libertyville, Ill. M. Ettleson, Eastern States and West to Indiana; Adam Hill, Chicago and vicinity.

HUNT, HELM, FERRIS CO., Harvard, Ill., (Toys). John W. Chappel, Harvard, Ill.

ILLINOIS PURE ALUMINUM CO., Lemont, Ill., (Aluminum Ware). Max W. Ohnstein, Western States; Julius Nassauer, Eastern; James E. Harper, Northwestern; E. J. Hall, Pacific Coast; Frank H. Taylor, Eastern.

INDIANA BENT RUNG LADDER CO., Indiana, Pa., (Ladders, Swings). S. L. Barr, Pennsylvania, Ohio, W. Virginia, Maryland, Delaware; Myron Butter, New Jersey; W. S. Robertson, Virginia, North and South Carolina; H. P. Chenoweth, South.

INDIANA MANUFACTURING CO., Peru, Ind., (Refrigerators). Frank M. Smith, East; W. S. Pond, South and Coast; J. C. Tolu, Central States; V. A. Lange, Minnesota, Michigan, Wisconsin; W. H. Scott, Iowa.

JORDAN, F., 31 Broadway, N.Y. City, (Wax Oil Polish). F. Jordan, United States; George Christell, United States.

JOSEF MANUFACTURING COMPANY, E. E., 14 Perry Street, Buffalo, N. Y. (Sham Holders and other specialties). R. H. Selfridge, Pennsylvania and New York States; T. F. Sprigg, Maryland and District of Columbia; Chas. F. Pease, New England States; Harry Unna, Pacific Coast.

JUDD & LELAND MANUFACTURING CO., Clifton Springs, N. Y., (Tinware). F. M. Taylor, New York, Pennsylvania, New Jersey, Maryland, Connecticut, New Hampshire, Massachusetts; S. J. Conger, Alameda, Cal., the Pacific coest

KAHN & MOSSBACHER, 779 Broadway, N. Y. City, (Toys). E. C. Baldry, Coast; M. L. Kahn, West and South; S. Briskie, East; F. Lewis, Middle West.

KALAMAZOO SLED CO., Kalamazoo, Mich., (Sleds and Lawn Furniture). Karl Mueller, jobbing trade; W. F. Parmelee, Southern and Eastern Territory; T. J. Elliott, Southern and Eastern Territory; Daniel Elliott, Eastern Territory; J. S. Doran, Northwest and Pacific Coast, Canada; George P. Paine, Pacific coast; D. C. Henry, Eastern States. KLEINAU & KOCH, Inc., Chicago, Ill., (House Furnishings). E. T. Jones, 519 Mo. Trust Building, St. Louis, Missouri; H. Koch, Entire Eastern States.

KING MANUFACTURING CO., Piqua, O., (Woodenware), John F. Rayner, Western Ohio; George LeRosen, Indiana. Kentucky; S. M. Stanfield, Pennsylvania, Western New York; J. W. Flesh, all large cities between Newark, N. J. and Kansas City.

KRAUSS & CO., 11-13 W. Houston St., N. Y. City, (Baskets). Henry Weber, Philadelphia, Baltimore, Washington, and New York State; William Albert, New England States; W. A. Maier, West, Pittsburg to Kansas City; Charles J. Cordray, South and State of Pennsylvania.

LINDSAY LIGHT CO., 91 Chambers St., N. Y. City A. Oppenheim, New England States; E. N. Waitt, Pennsylvania and New York; C. S. Gravatt, Southern Pennsylvania, Maryland and Virginia; David N. Winner, Greater New York; A. Weiss, Greater New York.

LYNN FILTER CO., Cincinnati, O., (Filters). A. R. Colhoy, Eastern States; C. J. Ruuhrwirn, Middle States; R. B. Everson, Middle States; E. W. Roberts, Western States; E. P. Dolan, Southern States.

McCRAY REFRIGERATOR CO., Kendallville, Ind. F. Weingart, North Central States; S. Sproat, Northeastern States; A. Langley, Southeastern States; C. C. Warner, Pacific Coast States; E. S. Sproat, Western Territory.

MARIETTA GLASS MANUFACTURING CO., Indianapolis, Ind. H. S. Quick, West; Chas. Kerner, East.

MARKT & CO., Ltd., 193 West St., N. Y. City. G. Vintschger, Jr., Pennsylvania, New Jersey, New York City; A. B. Ware, Southern States; S. L. MacDonald, Texas; Edward Schuller, Iowa, Missouri, Illinois; I. Lobsitz, New York and New England States.

MERIDEN CUTLERY CO., Meriden, Conn., (Cutlery). W. T. Kelly, Boston, Mass.; H. G. Morse, New England and New York State; R. C. Wilde, Pennsylvania; S. S. Gudgen, Ohio, Indiana, Michigan; J. R. Payne, Chicago and North-West; J. T. Carman, Mississippi River to Colorado; H. G. Churchill, Pacific Coast; C. P. Forsyth, Southern States.

MICHIGAN WASHING MACHINE CO., Muskegon, Mich. G. Edwin Harding, United States,

NATIONAL SWEEPER CO., Newark, N. J. Mr. John M. Haley will represent the National Sweeper Co. in Los Angeles.

NATIONAL WOODENWARE COMPANY, Ltd., Oakdale Park, Grand Rapids, Mich. (Kitchen furniture, etc.). R. A. Flagg, Albion, N. Y., New York; C. E. Harrison, Clinton, Ill., Illinois; W. A. Mudge, Caro, Mich., Michigan; S. M. Kent, Detroit, Mich., Michigan; A. G. Kent, Columbus, O., Ohio; W. H. J. Martin, Bluffton, Ind., Indiana.

NATURAL ROCK FILTER CO., 1689 Main St., Buffalo, N. Y. Arthur C. Willats, New York, Pennsylvania, Ohio.

NEWTON DRYER CO., No. Adams, Mass., (Clothes Dryer). G. E. Gladden, New England and New York; John Christie, New England and New York.

NICHTHAUSER & LEVY, Java, Provost and Kent Sts., Brooklyn, N. Y. H. Bennett, Eastern States; L. Flamberg, Southern States; E. H. Kraus, Middle West; L. Albert, New Jersey; E. Michael, Greater New York; L. Schwed, Greater New York.

NOVELTY MANUFACTURING CO., Waterbury, Conn., (Metal Goods). F. L. Brown, 397 Broadway; M. S. Koch, 1735 N. Carey St., Baltimore, Md.; Albert F. Gabell, 512 Commerce St., Philadelphia, Pa.; G. Y. Williams, Pittsburg; Arra F. Clark, Boston and vicinity, 114 Water St., Boston, Mass.; C. F. Smith, Lowell, Vermont; A. B. Ware, Peters Building, Atlanta, Ga.; L. O. Brooks, Birmingham, Ala.; John B. Hart, 34 Wabash Ave., Chicago, Ill.

(Continued on Page 52.)

## SNAPPY ADVERTISING TALK

Arguments, Bright Sayings and Catch Lines Used by House Furnishing Dealers to Attract Attention and Sell Their Goods

#### **Tableware**

A FEW OF THE SNAPPY BASEMENT BARGAINS. It will pay you to always visit our bargain basement when shopping. "The Steps That Save You Money."—THE PEOPLE'S DEPARTMENT STORE, Bay City, Mich.

BIG SATURDAY SPECIAL IN CHINA DEPARTMENT. 2,000 Pieces Flown Blue Dinner Ware to close out Saturday. Entire line must go in one day, and to accomplish this we have decided to put it all out on large tables and sell it at TEN CENTS. This high grade ware is made by W. H. Grindley & Company, Tunstall, England, a pottery that is especially noted for its thinness, its elegant glaze and artistic models, as rich in appearance as French China, at a mere fraction of the cost—includes covered dishes, large patterns, large vegetable dishes, etc., worth up to \$1.25. The price is 10 cents.—J. L. Brandeis & Sons' Boston Store, Omaha, Neb.

#### Chafing Dishes

Think of the hundreds of dainty dishes that can be made when you own a B & B CHAFING DISH. We want you to see the big values now being shown in Complete Chafing Dish Sets, \$5 and up. Chafing dishes make appropriate gifts for wedding, birthday or anniversary times. The biggest stock in Syracuse to choose from, and the best values ever shown here or elsewhere—Skimmers, Fork, Spoon, etc.—Burnans & Black Company, Syracuse, N. Y.

THE GREATEST LINE OF CHAFING DISHES EVER SHOWN. Every housekeeper needs one. They are just the thing when company drops in unexpectedly, or, when you get home late after meal hours, or, after the theatre to prepare a delightful lunch. We show a line of these ranging in price from \$1 to \$25. In fact, our line of carvers, silverware and other specialties offer some of the most suitable articles to be found for presents appropriate for all occasions.—METHYIN HARDWARE COMPANY, Columbus, Ga.

#### Seasonable Announcements

McWHIRR'S YEARLY SALE OF HOUSEHOLD SUPPLIES for your kitchen and dining room. Kitchen ware and house furnishings of every description, including dinner sets, knives and forks, silverware, royal grey enamelware, galvanized and wooden ware, nickel plated ware, and an endless variety of necessary cooking utensils. A sale bigger than any or all that have preceded it, for our basement has in a year's time, under new management, been completely transformed into a thoroughly modern and up to the minute Metropolitan basement store, offering a finer and wider selection of those useful articles for the home that housekeepers are glad to own. We invite critical criticism and ask you to look hard and keen at the qualities that we offer you. At this time, be careful and cautious, for never in the history of this store have we shown such a gathering of meritorious household supplies, and never have you met a chance its equal to economize on Kitchen and Dining Room Supplies. Plenty of Extra Salespeople and Quick Delivery at Your Service. — R. A. McWhire Company, Fall River, Mass

OUR ANNUAL JANUARY SALE OF HOUSE FURNISHINGS. All kinds of kitchenware, crockery, china, silverware, tinware, enamelware and cutlery at greatly reduced prices. This is one of our biggest moneysaving basement sales of the year. It is far greater in magnitude than any competitive event, and offers values you'll not equal anywhere else. If affords you the opportunity of replenishing in time for Christmas, and at a much lower cost than usual. Almost every line in our basement wares is represented in this event, and each article is offered at a genuine bargain price—the lowest price in all New England for such articles.—E. S. Brown Company, Fall River, Mass.

To-morrow marks the beginning of our annual January sale of dependable house furnishings. This sale was established by us years ago for the sole benefit of the wage earner, and enables him to enjoy all the comforts of a cozy home at a very small cost. Besides we give him all the credit he desires free of any extra charge or interest whatsoever, and arrange his payments to suit—which means that any way he wishes to pay is satisfactory to us.—"The Reliable" Furniture and Carpet Company, Rochester, N. Y.

It's worth a good deal to know one's enameled kitchen utensils are of thoroughly reliable makes. It is especially gratifying to get such at much less than regular prices. That is your privilege to-day in "Burke's Basement." These goods occupy space wanted for incoming spring stocks, and for that reason 10,200 pieces will be passed along to to-day's customers at radically reduced prices. The assortment includes articles of every size and for all purposes. Each lot is made up of first quality ware, double enameled, in mottled brownish grey, similar to the famous Lisk Roasters; also plain and mottled blueware with white lining, and Imported White Enameled Ware, which a great many prefer to any other kind, because it is white both inside and outside.—Burke, Fitz Simons, Hone & Company, Rochester, N. Y.

#### Stoves

We have received another shipment of those celebrated New Century Hot Air Blast Heaters; they are air tight, smoke consuming, burn any kind of coal and a double hotblast heater. The latest invention for heating with the least possible amount of coal and the most economical results. They are constructed on scientific principles, that have been demonstrated to be a grand success. They will burn hard coal and any kind of soft coal without the annoyance of soot or smoke. The construction is such as to burn the carbon and gases that are contained in the smoke, thus producing heat from elements that usually escape through the chimney.—Bay's, Memphis, Tenn.

ECONOMY GAS HEATERS are without a single exception the handsomest, most powerful and most efficient gas heaters. Free from condensation or odor. Economical



consumption. Direct Action Gas Ranges are gas savers. We can prove this statement. Burners all removable and easy to clean. No oven bottoms to burn out.—Schoedinger-Mark Co., Columbus, Ohio.

CRAWFORD PARLOR STOVES. Elegance and beauty of design and perfect symmetry of proportions distinguish our heating stoves for coal and wood burning. The best skill and knowledge are applied to their production. While these stoves are superior in many ways, the prices are no higher than of other standard makes. We invite comparison.—G. W. Bovett, Pittsfield, Mass.

GET MORE HEAT FROM YOUR FUEL. An ingeniously arranged heating chamber in connection with the damper in the swinging hearth-plate of the REGAL ACORN RANGE intensely heats the air before it reaches the fire, producing combustion that secures all the heat, and actually saves one-third of the fuel as compared with the ordinary stove or range. Among the other unique features of the REGAL ACORN RANGE are the lift top for feeding coal or broiling; and ashpit and pan of unusual size; spring balanced drop oven door with foot opener; special system of heat circulation that adds to baking capacity; an oven heat indicator that makes baking a mechanical certainty; nickel parts instantly removable for cleaning.—G. W. Bovert, Pittsfield, Mass.

#### **Enamelware**

We are pulling in the celebrated L & G lines of enamelware, which includes the famous agate nickel steel ware, the El-An-Ge gray ware, the Blue and White Line and the Opal ware. This means that we close out the other brands at just one-half price. We have arranged them on four tables at the following prices: 19 cents, 25 cents, 39 cents, 49 cents. Come and see these great bargains.—Higgins & Fraze. Fall River, Mass.

## Lamps

ELECTRIC AND GAS LAMPS: a wide range of artistic and refined new designs. The great number of exclusive new designs now to be seen in our Lamp Section show the study we have given to the production of entirely new lighting effects of a high degree of artistic merit. The electrics show the development of many very effective color schemes. The designs in these lighting effects are so varied that customers will be able to make selections to harmonize with almost any desired color scheme.—Marshall, Field & Co., Chicago, Ill.

SPECIAL LAMP SALE: We will give a discount of 20% from our regular prices on our lines of gas portables. In our large assortment will be found standards of every style and description, including Figures, Colonial designs, Art glass domes, in fact lamps for every occasion. This sale gives you an opportunity to get a pretty and appropriate wedding gift at a figure that will allow more style than could be expected for the money. An early selection will procure for you one of the better of our exceptional values.—Rochester Railway and Light Co., Rochester, N. Y.

## Food Choppers

CLIMAX FOOD CHOPPERS. Will chop all kinds of meat or vegetables either raw or cooked, in fine, clean cut and uniform pieces. It is easily cleaned, self sharpening and easy to operate. All parts are heavily tinned, furnished with five cutters of different sizes.—John N. Smyth Co., Chicago, Ill.

RUSSWIN FOOD CHOPPERS. Easy to operate is one of the many advantages of the Russwin. IT CUTS. Does not tear, grind, or mash the food. Knives are self-sharpening, easily adapted to cut coarse to fine. The cutter below case conveys the juices to the dish and prevents dripping.—Hanscom Hardware Co., Haverill, Mass.

#### Kitchen Cabinets

THE BIGGEST KITCHEN HELP. A House & Herrmann Kitchen Cabinet. At last the ideal piece of furniture for the busy housekeeper has been perfected, and no modern kitchen is complete without one of them. It will take care of the various kitchen sundries and supplies, and always have them in place when needed. It has compartments for flour, spices, sugar, pots, cans and package goods, also places for dishes, cooking utensils and cutlery drawers and bread board. More than this, it has a large flat top which takes the place of a kitchen table, thus making it possible for a woman to almost prepare the entire meal without taking an extra step. Every woman should own one of these handy kitchen helps. Come in to-morrow and let us show you every kind.—House & Herrmann, Wheeling, W. Va.

THE HOOSIER KITCHEN CABINET. Saves as many steps as a bicycle. It is as necessary a convenience as a sewing machine. Nothing will help so much with the household work, and nothing makes a more acceptable gift for wife, mother or sister.—Orren Hoopers Sons, Portland, Maine.

## JACK TAR'S TABLE OUTFIT



The house furnishing trade will be interested to see the splendid enamel ware outfit, here illustrated, furnished the boys of the Navy, now en route for the Pacific under command of Rear Admiral "Bob" Evans. Jack Tar took 110,000 of these outfits with him, made for his use by the Lisk Manufacturing Company, Canandaigua, N. Y. No other navy in the world provides as sanitary, durable and attractive an outfit for its seamen, ordinary rusty tinware being considered good enough. Uncle Sam provides the best, however, and for use at sea under service conditions, nothing better than these enamel ware utensils could be devised.

## WHAT WAS THAT SALESMAN'S NAME?

(Continued from page 49)

ODORLESS REFRIGERATOR CO., Chattanooga, Tenn., (Refrigerators). F. A. Lee, Oakland, Cal., covers ('alifornia; C. A. Smith, High Point, N. C., covers North Carolina and Virginia.

OHIO PAINT & VARNISH CO., Findlay, O. Bright, State of Illinois.; P. M. Cox, State of Indiana; John Conaway, Ohio; J. S. Winckham, Michigan.

OHLERKING, JOHN H., 40 Dearborn St., Chicago, Ill. E. C. Greeley, Central States; John Rhine, Chicago; William Gibbon, Milwaukee, Wis.

PALMER, I. E. CO., Middletown, Conn., (Hammocks). D. B. Gerdner, East Central States; J. B. Lallande, Southern States; J. W. Carroll, Eastern States; R. N. Scott, Canada, 200 McGill St., Montreal; G. A. Stewart, Chicago, 210 Monroe St.; C. B. Corwin, Export representative, 25 Whitehall St., N. Y.; Charles H. Ritscher, New York Office, 55 Worth St.

PARKS & PARKS, Troy, N. Y., (Specialties). C. A. Maydwell, San Francisco, Pacific Coast.

PECK-HAMRE MANUFACTURING CO., Berlin, Wis., (Hardware Specialties). George N. Campfield, Michigan; William P. Carty, care of Vanderbuilt, Syracuse, N. Y., New York State; H. P. McKay, Minnesota.

PETERS & REED POTTERY CO., So. Zanesville, Ohio, (Pottery). D. R. Hagy, Eastern Pennsylvania and New Jersey.

PIKE MANUFACTURING CO., Pike, N. H. E. Warren Smith, U. S. and Canada; M. Gondig, Europe; R. J. Horton, Western Ohio to Kansas; W. E. Mayo, Southern States; H. W. Busler, Eastern States.

PLUME & ATWOOD MANUFACTURING CO., 279 Broadway, N. Y. City. Thomas Flotswy & William Pollard. New York, etc.; George A. Boomer, Pacific Coast; Richard Ratto, West of Chicago; Guy M. Chase, Chicago; Chas. F. Beneke, St. Louis and Southwest; O. W. Martin, New England.

RANNEY REFRIGERATOR CO., Greenville, Mich., R. J. Ehlers, New York City and vicinity. L. G. Waldron, State of New York and Eastern Pa. F. S. Eaton, New

(Continued on page 68)



## Ever Stop to Think of it?

Some goods are hard to sell—hang around too long for profit—take the place of goods that sell easy—on demonstration.

Then other goods in the same line sell on sight.

Take carpet sweepers—Nationals sell easy. A National sweeper lends itself to demonstration. Any salesman can see things to talk about. He can't help but see points that interest.

He doesn't have to stammer and mumble a lot of generalities or technicalities that mean nothing to the woman who wants to know—He can say:

"See this! That keeps the sweeper from tipping and spilling dust."

- "See that! That prevents threads from breaking. Handle lasts as long as the sweeper—no trouble."
- "See how easy to remove brush—yet how firm it is fixed in place."
- "That's a genuine Hankow Chinese bristle brush. Can't be made better."
- "Look at the fine finish."
- "Yes, Nationals wear well. They run easy. The Roller Bearings are responsible for that."

Best of it is they make good on any point.

"There's something new in sweepers."

There's no end of talking points with a National sweeper.

## NATIONAL SWEEPER CO.,

98 WARREN STREET, NEWARK, N. J.

THE TRIPLE MEDAL LINE. Awarded Grand Prize and two Gold Medals at





BUFFALO DISH WASHER COMPANY, Buffalo, N. Y., has incorporated to manufacture dish washers and kitchen utensils. Capital \$25,000. Incorporators: L. H. Jones, M. S. Burt, K. C. Peters.

UTILITY SHADE COMPANY, Tenafly, N. J., has been incorporated to manufacture lamps, shade holders, lamp shades, with a capital of \$50,000. Incorporators: H. A. C. Hellyer and others

THE FLAT IRON COMPANY, of Akron, O., has increased its capital stock from \$10,000 to \$100,000. W. E. Young is the president.

PORTLAND SPRING BED COMPANY, New York, has been incorporated with a capital of \$600. Incorporators: Dan'l L. Tompkins, Jas. E. Tompkins, and Henry M. Hoxie.

MULLEN CAVALRY RANGE COMPANY, Wausau, Wisc., has been incorporated with a capital stock of \$15,000. Incorporators: Dan Healy, Ovid C. Belanger and John Mullen.

THE NATIONAL FANCY PAPER GOODS COMPANY, Brooklyn, N. Y., has been incorporated to manufacture lace and shelf paper, and fancy paper articles. Capital \$50,000. Incorporators: E. Kubler, G. A. Kubler, P. Ronken.

A. W. GERSTNER COMPANY, New York, has been incorporated to manufacture and deal in hardware, metal, household goods, etc. Capital, \$25,000. Incorporators: A. W. Gerstner, J. C. Obergfeld, Weehawken, N. J., W. Braunsdorf, W. Valk, New York City.

THE NEW YORK TINWARE COMPANY, of New York, has been incorporated to manufacture tinware with a capital of \$5,000. Incorporators: Morris Seeman, 3 Bayard Street, Michael Blumenfeld and Henry Seeman, 108 Forsythe Street, all of New York.

CALDWELL MANUFACTURING COMPANY, 40 Dearborn Street, Chicago, Ill., has been incorporated to manufacture and sell hardware specialties, with capital stock of \$50,000.

THE UNITED STATES ART BENT GLASS COMPANY, of New York, have established a factory at 62 Market Street, Hartford, Conn., for the manufacture of lamp globes and other articles of bent glass.

THE LITTLEFIELD MANUFACTURING COMPANY, Millenocket, Me., has been incorporated at Millenocket, to manufacture wooden articles. Capital \$10,000. President, V. T. Littlefield, Bangor; treasurer, H. A. N. Rush; clerk J. A. Rush, both of Millenocket.

MORRISON-STODDARD COMPANY. Wakefield, Mass., has been incorporated to manufacture wooden articles; capital \$5,000. President, Elmer Ellsworth; treasurer, Arthur Skinner; clerk, Thos. Jas. Sullivan.

THE PERFECTION GO-CART COMPANY, Camden, N. J., has been incorporated to manufacture go-carts; capital. \$50,000. Incorporators: William C. Bull, S. Lawrence Evans, W. J. Robertson, Jr., as above.

THE INDUSTRIAL ALCOHOL LAMP & STOVE COMPANY, New York, has been incorporated with a capital of \$100,000. Directors: Carroll N. Parker, 510 W. 135th Street, Dan'l A. Millard, 751 E. 168th Street, Edw. C. Duble, 79 Hamilton Place, all of New York.

THE ACME BROOM WORKS, Westerly, R. I., has been incorporated with a capital of \$36,000 to manufacture, buy and sell brooms, brushes and wooden novelties. Incorporators: Jno. E. Eldridge, Jos. P. Murphy and Jos. W. Gafney.

THE TUCKER & DORSEY MANUFACTURING COMPANY, Indianapolis, Ind., has been incorporated to manufacture hardware and woodenware specialties. Capital \$30,000. Director, F. O. Dorsey.

The Sanitary Paper Milk Bottle Company, 756 Broad Street. Newark, N. J., has been organized to manufacture paper, paper bottles, etc.; capital, \$250,000. Incorporators: Andrew J. Selz, 69 Leland Avenue, New Rochelle, N. Y.; Gorman H. Lenney, 156 Woodland Avenue, New Rochelle, N. Y.; Albert Warsfelder, Prudential Building, Newark, N. J.

THE OSCILLATING POWER WASHER COMPANY, of Pittsburg, has been incorporated to manufacture, sell and deal in powers for washing machines of all kinds. The incorporators are Joseph Stewart, J. H. Crehan, Fred. Waslosky, all of Pittsburg. The capital stock is \$20,000.

THE BARNEGAT GLASS COMPANY, Barnegat, N. J., has been organized to manufacture glass bottles and vials; capital, \$100,000. Incorporators: E. D. Cronin, Brooklyn, N. Y.; F. Knowlton, E. A. Monfort, New York City.

THE ESTATE OF CHAS. W. PACKER, Philadelphia, Pa., will continue the manufacture of the Standard Ice Cream Freezer in place of Chas. W. Packer, deceased.

THE report that A. J. Vollrath, better known as Jake Vollrath, the founder of Quality Enameled Ware, in America. would retire from active business, when selling his interests in the Jacob J. Vollrath Manufacturing Company is denied. and followed with the information that he is erecting a new plant in Sheboygan, Wis., which will have facilities for an increased output with many improvements. The new corporation is known as the VOLLRATH COMPANY, in which Mr. Vollrath will have associated with him his two sons, Car J. and Walter J. Vollrath. The statement is given out from authoritative sources that the company will have its wares on the market in January and the trade will await with interest the goods manufactured under the direction of Mr. Vollrath, whose reputation is world-wide for high grade wares. Until the company establishes its branches, information can be obtained by addressing the company at Sheboygan, Wis., Lake Shore Road, at which point the plant is being erected on a plot of ground covering 180 acres with unequalled shipping facilities.

## A. H. HEISEY & CO.

**INCORPORATED** 

NEWARK, - OHIO

THE CELEBRATED







DIAMOND H and PLUNGER CUT
Table Glassware, Bar
Goods, Etc.

We are now showing several New Fall Patterns—They are known as Nos. 150 and 369. We have also a splendid exhibit of Candlesticks, Candelabra and Vases

## CATALOGUE AND PRICE LIST ON APPLICATION



THE twenty-ninth annual convention of the United States Potters Association was held in Washington, D. C., on December 3, and was notable for the attendance and interest shown in the proceedings.

A call upon Congress to increase the protective tariff upon pottery goods imported into this country was made in the annual address of Mr. George C. Thompson, first vice-president, at the opening meeting and it was also declared that the potters of the country will shortly be compelled to raise the prices upon the goods, this subject, however, having been taken up at a later meeting in Pittsburg.

The report of the executive committee referred very largely to the progress that had been made in the effort to stamp out undervaluation. It expressed the heartiest endorsement and approval of the work that had been accomplished in this direction by William Burgess, the association's special representative. A resolution suggesting the continuation of this work was unanimously adopted.

There was no opposition to Geo. C. Thompson for the presidency at the election of officers. He had the field all to himself as soon as A. M. Maddock expressed his disinclination to enter the race. The officers elected and committees appointed for 1908 follow: Geo. C. Thompson, president; Joseph Mayer, first vice-president; John M. Pope, second vice-president; H. A. Keffer, secretary; Chas. C. Ashbaugh, treasurer.

Encouraging views on the outlook for the pottery trade were given utterance by the manufacturing potters who were in attendance at a meeting of the United States Potters' Association, held in Pittsburg, December 11, at the Hotel Schenley. The meeting was a continuation of the one which met in Washington. The session was conducted by T. A. McNichol of East Liberty, O., as chairman, and C. C. Ashbaugh as secretary. The president of the association is George C. Thompson of East Liverpool.

Thirty pottery manufacturers were present, coming from Ford City, Kittanning, Beaver Falls, Trenton, N. J.; East Liverpool, East Palestine, Sebring, Steubenville, Coshocton, Toronto, all Ohio towns, and Wheeling, W. Va. The price lists adopted at the meeting a year ago were reaffirmed, and it was agreed that on January 1, when the lists are to run for a year longer, all demoralizing price cutting shall cease. An increase of 5 per cent. on specialties was also decided upon, the increase in price affecting luxuries only.

Everybody agreed that the business and the outlook for the future had never been better. In 1905, the members of the association sold \$15,000,000 worth of pottery; in 1906, they sold \$16,000,000 worth, and, while 1907 is not yet over, it is believed that this year's sales will approximate \$17,000,-000.

ACCORDING to statistics collected by Jefferson Middleton and published by the United States Geological Survey in an advance chapter from "Mineral Resources of the United States, Calendar Year 1906," the total value of the pottery products of the country for that year amounted to \$31,440,884, a gain of \$3,521,990, or 12.62 per cent. over the figures for 1905. While this gain in value should be very satisfacotry to the potters of the United States, the evident improvement in the quality of the ware is more important, and gives promise of much greater development in the future.

Pottery products are reported from 37 states, but high-grade general ware is made in only 6, namely, New York, New Jersey, Pennsylvania, Maryland, West Virginia, and Ohio, and of these New Jersey and Ohio are considered the great pottery states. In New Jersey almost the entire product—93.25 per cent.—comes from the city of Trenton, while the great pottery center of Ohio is East Liverpool. The statistics for these two cities are therefore particularly interesting. The pottery products of Trenton in 1906 were valued at \$6,791,428, or 21.6 per cent. of the total product of the country; East Liverpool pottery wares were valued at \$6,152,717, or 19.57 per cent. of the total. The combined value was \$12,944,145, or 41.17 per cent of the total product.

Red earthen ware was reported from 31 states, Ohio being first, with a product valued at \$206,258; Massachusetts second, with a product valued at \$171,160; and Pennsylvania third. The total value of this product in 1906 was \$909,262.

Stoneware, yellow ware, and Rockingham ware were reported from 30 states, of which Ohio was first, Illinois second, and Pennsylvania third, the total value of the product being \$4,193,884.

C. C. ware, white granite, semi-porcelain, and semi-vitreous ware were reported for 1906 to the value of \$14,152,503. These wares compose the bulk of what is known as pottery and in 1906 made up 45.01 per cent. of the total clay products. Ohio, New Jersey and West Virginia are the leading states.

China, including bone china, delft, and belleek, was reported from four states, New Jersey leading and New York being second. The total value for 1906 was \$1,787,776.

Sanitary ware was reported from 7 states, and the total value of the ware was \$5,098,310. New Jersey leads in the production of this ware also, Indiana being second and West Virginia third.

## Manning, Bowman & Co.

## MERIDEN, CONNECTICUT

New York: 25 West Broadway

Chicago: 158 State Street

San Francisco: 451 Bush Street

## Nickel and Silver Plate

"METEOR" Circulating Coffee Percolator

## "Ivory" Enameled Food Pan

Patented May 23, 1899



THE GREATEST IMPROVEMENT EVER
MADE IN A CHAPING-DISH

Pure, clean, durable. It is so constructed that food can only come in contact with the Ivory Enameled Dish. The top rim being plated, the complete Chafing-Dish has the same appearance as when made entirely of metal.



No. 298. CHAPING-DISH, MISSION STYLE

With White Ivery Enameled Food Pan

One of Our Many New Designs



For use on the table

OVER 100 STYLES AND

SIZES

THE BEST AND MOST COMPLETE LINE OF

CHAFING-DISHES

with

"Ivory" Enameled Food Pan

# The RIGHT WAY to Make Coffee

In making coffee, there is only one way to secure the full flavor, and that is by using a METEOR Circulating Coffee percolator. With it you are always assured the most delicious coffee possible and in a remarkably short time. In boiling coffee, you develop its harmful properties, and right here is the secret of the "Meteor."

The coffee is never boiled. The grounds never enter the reservoir containing the pure filtered coffee (see illustrations). Not only does the "METEOR" produce the purest and most healthful coffee, but it actually

Saves one-third in the amount of coffee used



Sectional View.

\*\*No. 6292 \*\*METEOR\*\*

For use on Gas Stove or Range

Baking Dishes, Tea Ware, Hotel Ware, Bath Room Furnishings, Etc., Etc.

NEW CATALOGUE No. 53 SENT ON REQUEST



J. LEE RICHARDS, formerly with the Stewart Dry Goods Company, of Louisville, Ky., is enjoying a rest at St. Augustine, Fla., and sends "best wishes to all the boys." Speaking of Florida, Mr. Richards says, "home is nothing like this."

WE regret to announce the death of Edgar Homer McCurdy, of Jenness & McCurdy, Detroit.

Besser's has been incorporated at Buffalo, N. Y., to deal in stationery, novelties, toys, notions, etc., with a capital of \$20,000. Incorporators are Edwin E. Besser, Matilda C. Besser, Oscar J. Besser, and Minnie B. Besser.

THE KING HOUSE FURNISHING COMPANY has been incorporated at Toledo, O., with a capital of \$30,000 by Jos. I. Kobocker and others.

MILLER, RHOADS & SWARTZ, Norfolk, Va., have installed one of the most complete house furnishing departments in the state including cut glass and silverware, china and table ware of every description.

G. F. N. Russell's department store, at Gordonsville, Tenn., was destroyed by fire.

ADAMS & PEARCE have opened their new store at Norfolk,

McNall & McNall have been incorporated with a capital of \$5,000 to conduct a house furnishing store at Albion, N. Y. Directors: F. E. McNall, B. C. McNall, and B. F. Look, of Albion, N. Y.

Weinstein & Company, Buffalo, N. Y., has been totally destroyed by fire.

J. J. TAYLOR's big department store at Cochran, Ga., has been gutted by fire and the entire stock consumed. Loss, \$230,000. Insurance, \$17,000.

The Furst Company, Newark, N. J., have secured a sixstory building for use as a storage warehouse and to facilitate the delivery of their goods. Other features will be a dining room for their wagon drivers, and an auditorium for the use of their employes for entertainments.

E. C. BLAKEWAY has purchased the household store of E. H. Spradlin at Goleta, Cal.

Banks & Greene, grocers and house furnishing dealers in Los Angeles, Cal., have recently sold out their household department.

A MEETING of creditors has been held for the house furnishing dealers, Fisher & Fisher, at Redondo, Cal.

SAM HENRY, a house furnishing dealer at Laton, Cal., has sold his business at that place to D. H. Forney.

THE TUSTIN MERCANTILE COMPANY has succeeded to the business formerly conducted by A. Getty & Company, of Tustin, Cal.

SMITH'S CASH STORE, dealers in wholesale and retail groceries and house furnishing goods in San Francisco, have become involved in financial difficulties, and a meeting of creditors has been recently called.

In the big fire which destroyed several stores at Bowbells, N. D., the house furnishing goods store of Donovan Bros. was burned.

THE STANDARD FURNISHING COMPANY, of Baker City, Ore., is reported to have sold its stock of stoves, hardware, etc., to the Basche-Sage Hardware Company.

THE T. J. KELLY COMPANY will shortly establish a large department store in San Francisco.

W. H. Scroggie, Ltd., proposes to locate a new department store on St. Catherine's Street, Montreal, Ca., shortly.

#### Combustible Metal Polishes

A MONG the city ordinances passed under the guidance of the New York City Fire Department is one requiring that "combustible mixtures used as metal polishes, which are made or sold within the City of New York, shall not contain more than 40 per cent. by volume of a volatile inflammable liquid that will emit an inflammable vapor at a temperature below 100 degrees Fahrenheit when tested in the open air, or the closed pyrometer of Guiseppe Tagliabue."

The ordinance also requires that tin cans with air tight screw caps shall be used, the cans to contain no more than one quart, and to be labelled "Danger" with a warning against using the material within 15 feet of a fire. The manufacturer's or jobber's name and address is required to be printed on the label, and an annual license is required to sell the liquid, manufacturers paying \$50 and jobbers \$2.

While this information will doubtless be of interest to New York dealers in particular, and cause them to inquire into the character of the mixtures they are selling as metal polishes, those who are selling the Yale Metal Polish made by the Rostand Manufacturing Company, New Haven, Conn., are on the safe side, as the report of an eminent firm of Philadelphia chemists discloses the fact that the Yale product contains "liquid matter volatilizing inflammable vapor at a temperature of 100 degrees Fahrenheit only 19.10 per cent.," thus placing this polish practically 10 per cent. within the New York City requirements, which are probably as severe as any in the country.

#### Revising His Views

Towne—I understand Batcheller no longer believes in single blessedness.

Browne-O! yes he does.

Towne—But he's going to be married.

Browne—Yes, but he says he believes now that "single blessedness" means the "blessedness of two people made one."—Philadelphia Press.

# Forty Years

# the Fountain Head of Quality in

## ENAMELED WARE

# Why experiment when you know the best?

WRITE FOR CATALOGUE No. 40

JUST OUT

THIS LABEL STANDS FOR 40 YEARS OF KNOWING HOW



EXTRA QUALITY
Copyrighted

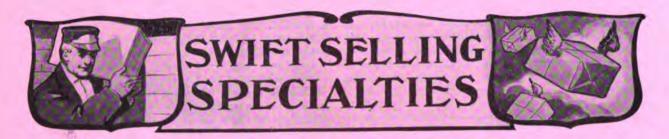
## THE JACOB J. VOLLRATH MFG. CO.

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.

**SHEBOYGAN** 

**CHICAGO** 

**NEW YORK** 



#### Carter Glass Butter Jars

Keeping butter sweet and fresh from one week's end to the other, and keeping it free from taint is one of the household problems nicely solved by the use of Carter's Patent Glass Butter Jars. It is a well known fact that butter will acquire a bad taste from certain vegetables when confined in a refrigerator, and will turn rancid, if not kept in a proper receptacle.



There is absolutely nothing better on the market today for keeping butter in a thoroughly sanitary manner, and in preserving it from contamination than the butter jars made of heavy flint glass illustrated in this column.

These glass butter jars are made in a variety of sizes and shapes, some being round made to hold one, two, three, four,



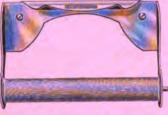
five, eight and ten pounds of butter, and oblong jars for holding butter prints made in one, two and four pound

The price of these jars is quite within the reach of everybody, and attractive terms are made to dealers by J. J. Carter, Newark, N. J., the manufacturer. Full information will be sent upon request.

## The "Wise Buyers Line"

The wide extent and variety of exclusive designs in bathroom accessories, moulding hooks, metal rules, and squares, cleavers and mincing knives made by the Forsyth Manufacturing Company, of Buffalo, N. Y., is too well known to the trade to need comment. The excellence of the goods manufactured by this firm has earned for it the title of the "Wise Buyers Line," and dealers should write for catalogue for 1908 in order to get in touch with the many new and attractive goods now being turned out by the Forsyth con-





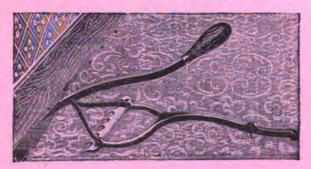


As illustrating the good will and hearty co-operation existing between the Forsyth Company and their customers. we learn that the company is sending to their customers as a New Year's gift a nickel-plated wall match safe on which is inscribed: "With best wishes for a Safe and Successful 1908 Business." This company leaves nothing undone to assure the success of every dealer who handles their line.

We also call the attention of dealers to the new trademark adopted very recently by the Forsyth Manufacturing Company, which will appear on all their goods in the future. As will be seen, this trademark is composed of a 4 with a scythe interwoven with it, a clever play upon the name of the concern.

## "Bullard's" Improved Carpet Stretcher

We illustrate in this column "Bullard's" improved Carpet Stretcher, which is one of the cheapest on the market, and



is selling in large quantities. The stretcher is compact, simple, there being no parts that can get out of order or be lost, and it meets the needs of both the housekeeper and the professional carpet layer. The cut shows the stretcher in position ready to pull the carpet up to the base board, all that is needed being to push the lever handle down toward the floor.

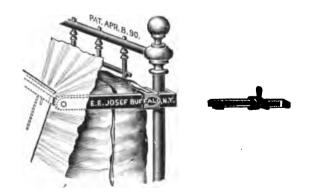


Another article of great merit is the "Gravity" Broom Holder, illustrated herewith, the merits of which are obvious from the picture. There are no complicated parts to get out of order, and it is the simplest thing in the world to use. It is an article that need only be shown to be appreciated, and it ranks high among ready sellers.

Full information may be obtained as to the selling price of these articles, and discounts to dealers, by writing the manufacturer, George S. Knapp, Bridgeport, Conn.

#### Pillow Sham and Mosquito Net Holder

"In time of peace prepare for war," says an old adage, and amid winter snows, dealers are already looking about them to prepare for the Spring season. In more states than New Jersey, Spring suggests mosquitos, and we illustrate on this



page the Buffalo Pillow Sham Holder and Mosquito Net Supporter, one detail of which is a clamping device which

will not mar the finest bedstead, yet can be instantly attached or removed.

Among the other advantages possessed by the pillow sham holder is that the holder can be attached to brass, iron or wooden beds with equal facility, and once attached, no further handling of the pillow shams is needed, thus preventing the necessity of folding the shams at night. The holder folds up against the head-board of the bed, thus raising up the shams out of the way, and when the bed is made in the morning, the holder is lowered after the pillows are in place. No washing of shams is needed every week with this device, a feature that will appeal to many careful housewives, also saving the wear, tear, expense and annoyance of washing, causing the shams to last so much longer than they otherwise would as to pay for the cost of the holder many times over.

As a mosquito net supporter, this holder is ideal as it raises the net high above the heads of sleeping persons, and assists in stretching the net so tightly that it will not fall down during the night, or lose its shape thus permitting flies and mosquitoes to creep in under the edges.

Dealers should write the E. E. Joseph Manufacturing Company, Buffalo, N. Y., for discounts and prices. Full information will be sent upon request.

#### Serviceable Shovels

The Avery Stamping Company, Cleveland, O., are manufacturers of exceptionally serviceable Ash or Furnace shovels, which are made in two sizes, the blade of the No. 1 being 9 inches by 13½ inches and of the No. 2, 11½ by 13½ inches. The best of materials are used in the manufacture of these goods, and as they have been on the market for a number of years, the quality, style and finish is quite well known, although as this is the season when housekeepers will want a first class shovel for firing their furnaces as well as removing the ashes from same, it will be of particular interest to the trade to know that these goods are still on the market.

The blades of these shovels are said to have been hammered to make them perfectly smooth, stiff and straight edge, also lacquered to prevent rusting, and the socket is nicely closed around the shank, which is an admirable feature about these articles, as it makes a smooth grip, protecting the hand from slivers and cuts often met with in goods carelessly made. The handles are second growth white ash, which is known to be the best material for same, smoothly sanded, and the Malleable D attached by means of a strong iron rivet.

The Avery Stamping Company also furnish the "Tropic" shovels, as they are called, in the long handle as well, with a corresponding difference in the price.

This Company also makes "Alaska" snow shovels and "Klondike" sidewalk cleaners.

## Leonard Cleanable Refrigerators

The Leonard Cleanable Refrigerators are among the best on the market to-day, and have an immense following in the trade due to their many superior points.

As a means of promoting their sale, and acquaint the public with the advantages of using the Leonard Cleanable the Grand Rapids Refrigerator Company is conducting an extensive advertising campaign in the monthly magazines, and the company assists its dealers further by supplying



them with advertising matter for distribution where they know it will do the most good.

We illustrate in this column one of the refrigerators made by this concern, and dealers should write the Grand Rapids

Refrigerator Company, Grand Rapids, Mich., for one of their new 1908 catalogues just issued to the trade. The profits to dealers will be found unusually attractive.

#### Wilmot Castle Coffee Utilities

Among the most important utensils provided for the use of the housewife are those which have to do with the grinding and making of coffee. The average coffee mill is a machine that requires a great deal of effort to use, the coffee beans fly all over the room and the work of grinding coffee is so laborious that most people prefer to forego it altogether and have their coffee ground by the grocer. As everybody knows, ground coffee loses its strength, while coffee that is freshly ground has a flavor and aroma superior to any other kind.



The Canister Coffee Mill shown in this column is one of the latest and best solutions of this problem and, as will be seen, provides an air-tight and dust-proof receptacle for coffee beans together with a strong, durable and simple mechanism for grinding them as often as desired. A glass cup is fastened to the bottom of the mill into which the ground coffee drops, and from which it may be quickly removed. By the use of the Canister Coffee Mill the full strength of the coffee is preserved and foreign particles are excluded. These mills are constructed in three sizes, holding one, two and five pounds.

While there are any number of coffee and tea cookers on the market, some of which are as expensive as they are ornamental, we show in this column an automatic coffee and tea cooker that is inexpensive and at the same time makes good coffee or tea. The principle upon which this cooker is made is the same as that of the steam cooker. Steam is generated very rapidly in the small tin vessel under the pan, the pan simply being a reservoir to keep the generator supplied



as the water boils away. The steam passes up the tube into the cooker into which the pan for tea or coffee is placed and surrounded by steam. The tea or coffee cannot boil and requires no attention. While coffee prepared in this way requires nothing to settle it, one-third less coffee is needed and all the fine aroma is retained.

House furnishing dealers should write the Wilmot Castle Company, of Rochester, N. Y., for full information, and it will be found that prices and terms to dealers are particularly attractive.

#### The Acme Slicer

The Acme Slicer illustrated in this column is a necessity for hotels, restaurants, lunch rooms, boarding houses and families, grocers and butchers and can be used for cutting bread, meat, fruit and vegetables to any desired thickness. It has no brass parts to rust and form verdigris to poison users. It is so simple a child can operate it and its facility



of operation and general usefulness are recommended to the trade.

The Acme Slicer is made by the Oelkers Manufacturing Company, 24 Mechanics St., Newark, N. J., and dealers should write for terms and further information, which will be cheerfully furnished.

## "Prisco" Wash Boilers

It would seem that wash boilers were of such a practical and prosaic character as to warrant neither ornamentation, nor particular attention to design in their manufacture. With the modern demand for quality, however, has arisen a



call for improvements in every utensil that is used in the kitchen and the "Prisco" wash boiler is the latest answer to this demand.

"Prisco" wash boilers have copper bottoms, tinned one side, of Lake Superior quality only, guaranteed the purest and best obtainable, and are put on with hand rounded double seam, instead of having a sharp right angle edge.



Three-eighth inch steel rods reinforce the top edge of "Prisco" boilers, wheras other manufacturers seldom use anything over five-sixteenth inch. Covers are full weight XX. Charcoal tin-plate, and extra deep vertical rims with curled edges assure a perfect fit and are an absolute guarantee against lacerated hands. Handsome "Prisco" mahogany finished handles, strong and large enough to give a firm lifting grip, are all attached with large tinned rivets, which are carefully soldered to prevent rusting.

The particularly attractive feature of the "Prisco" wash boiler is the fact that it is equipped with a special patented wire clothes stick and cover holder, a convenience never before introduced, and which has only to be shown to be appreciated by the "woman behind the boiler."

This wash boiler is manufactured by the Pritchard-Strong Company, Rochester, N. Y. Dealers should write for terms and prices.

#### "Bengalia" Alcohol Utilities

Since the passage of the recent act removing the tax on denatured alcohol, there has been an ever increasing demand for utensils that burn alcohol, and one of the most complete and up-to-date lines of alcohol utensils is one introduced into this country by G. Cohn, 335 Broadway, New York, which includes blue flame cooking stoves of various sizes and



capacity, alcohol heaters, and also an alcohol incandescent mantel light illustrated in this column. This light is fully equal to that given by the well known Welsbach burner, while at the same time it is safe, sootless and economical to use. A similar burner has also been made to use ordinary kerosene and gives equally good results.

#### The Whitmore Adjustable Shade Hanger

The Whitmore Adjustable Shade Hanger is an article merit which should be handled by all dealers in windo

shades. It makes shade hanging easy work, it is easy to remove and replace after once hung, is adjustable to any width of shade, and retails easily at 10 cents. Altogether it is a source of satisfaction to both dealer and customer, and a source of profit to the dealer. This little article is shipped by the factory in carload lots, six carload orders having being filled to date. A carload amounts to something like \$2,000 to the jobber. A d0mand like this seems to make the article worth investigating and worth the experiment of a trial order. It is made by the Trojan Mfg. Co., South Bend, Ind., and is carried by leading jobbers.

#### A Strong Line of Woodenware

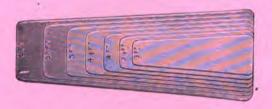
"Good Wood Goods" is the elever caption on a catalog describing the lines of ladders, household woodenware and lawn furniture made by the American Manufacturing & Novelty Company, and calls attention to one important feature of the goods made by this concern—the excellent quality of their products.



FOLDING WASH BENCH

With the growing scarcity of lumber, makers of woodenware have been finding it increasingly difficult to secure the right kind of material from which to make their products, but the American Manufacturing & Novelty Company have insisted upon putting only the best material in the articles they make. The consequence is their products are of the dependable kind, and complaints are never heard from customers that this or that article was defective.

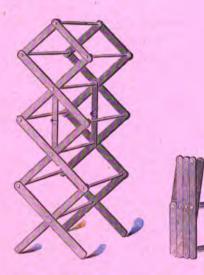
Among the many products that help the dealer boost his trade in woodenware is the Perfection Ironing Table, which folds up into small space when not in use, and is the most convenient article imaginable. The legs are of selected



hardwood and there are two hardwood cleats screwed on the underside of the top to prevent warping.

A full line of standard Skirt Boards, varying from three to six feet in length, is another winner, and the boards are made from kiln dried, selected soft wood nicely finished with round edges.

The Compact Clothes Horse is a third illustration of what an excellent line of woodenware is made by this firm, this



"horse" having about thirty feet of drying space, and yet will occupy about one eighth of its extended dimensions when folded. It is made of soft wood nicely finished with a new improved spreader for holding open.

Dealers should write for information to the American Manufacturing & Novelty Company, Erie, Pa.

#### Chamois Skin Brushes

Markt & Co., Ltd., of New York, have recently secured the sole agency of Chamois Skin Brushes illustrated on a front page of this issue.

These Brushes are new to the trade, never having been introduced in this country before. The superiority of this article over the ordinary piece of Chamois skin can be seen at a glance. For all purposes, where formerly a piece of chamois skin or a cloth were used, this brush can be used to greater advantage for the reason of it having a back, thereby giving a purchase to the fingers.

The brush with the long handle is used for going into the smaller or curved parts of an article, for corners, etc. Most especially are these brush recommended for cleaning of window glass, where heavy pressure is desired, and for cleaning of brass parts of motor cars, and the polishing of motor lamps, etc. While this brush is especially recommended for household use, at the same time it can be used in the cleaning of wagons, etc.

These brushes are imported from Germany, and they have proved so popular in Europe that the demand for them almost exceeds supply. With their many obvious advantages, this fact is not difficult to understand, and dealers who have placed them on sale in this country have secured an immense trade.

The selling price of the chamois skin brush is surprisingly low, being no greater than the ordinary price of chamois skin. Dealers will be surprised at the pleasing profit to be made from the sale of this article.

A sample will be sent to reliable dealers upon request. A large stock is now in New York, and the factories are working night and day to keep up with the demand.

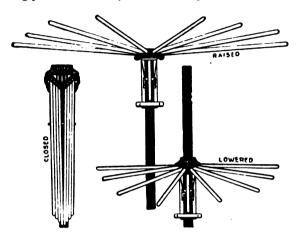
Full information will be furnished by Markt & Co., Ltd., 193-195 West Street, New York City.

#### An Adjustable Ciothes Dryer

House furnishing dealers should investigate carefully the "Leader Adjustable Clothes Drier" illustrated in these columns as it is strong in quality and finish, and made of high class material so that it is in point of fact one of the best made clothes driers on the market today.

This line is new to the trade, as it has been sold heretofore exclusively by canvassers to consumers, and has features making it a particularly good seller.

The leader is a wall drier, and is fastened to the wall in the position shown when closed, the lower end of the drier being placed within easy reach of the person who will use it



When wanted, the bars are raised and spread. After the clothes have been placed upon the arms, the bracket holding the bars is pushed up toward the ceiling, where the bars remain in the warm air until the clothes are dry, whereupon the bracket is lowered again, and the clothes removed. The arms are then folded and the drier is out of the way, the arms being dropped flat to the wall by simply raising the wire brace.

the While the price of this article is somewhat above that of the ordinary clothes drier, its many advantages make well worth the difference, and demonstrations of its usefulness will result in many sales.

Dealers should write to the Gem Manufacturing Company, North Girard, Pa., for prices and special terms to dealers.

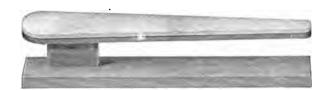


The 20th Century Chamois "Rub"

We call particular attention to the full page advertisement of the 20th Century Mfg. Co., New York, concerning their new 20th Century Chamois "Rubs" to be found on an adjacent page. Details concerning this article will be given in our next issue.

#### **Eclipse Goods**

The Eclipse Manufacturing Company's household specialties are so well known to the trade as to need no introduction. They are of the highest grade, and are exclusively Eclipse in design and manufacture. The motto of this firm is "low prices and honest goods in every detail," and handling their products results in assuring oneself the possession of satisfied customers.



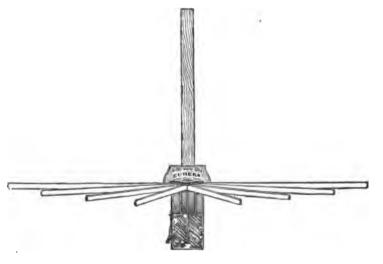
Among the many excellent household specialties made by the Eclipse people is the Eureka Roller Bearer Elevating Wall Clothes Drier, the rollers preventing friction when raising the loaded arms. The drier is made from best selected maple, and the metal parts from gray iron nicely japanned.

Eclipse Sleeve Boards are another attractive feature of this line. They are neat, strong and durable, and made in a variety of sizes, either plain or padded and covered.



The Eclipse Bath Tub Seats are made from selected mateials, with tinned wire to prevent rusting, and the wooden part is finished in golden oak oiled, antique oak, or white enamel.

These are three of the representative articles made by the Eclipse Manufacturing Company, and dealers should write for terms and particulars to this firm at North Girard, Pa.



#### **Profitable Demonstrations**

We desire to call particular attention to the splendid line of house furnishing specialties manufactured by C. A. Chapman, Geneva, New York, which have been advertised in the House Furnishing Review; and are so well known to the trade as to need no description in these columns.

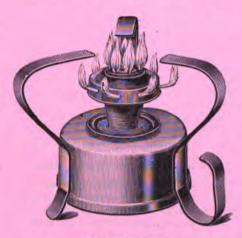
A full page advertisement will be found in the front part of this issue illustrating the Van Dusen line of cake moulds, measuring cups and egg whips, the "Never-Slip" kettle cover and Moore's reversible corn popper, together with the Superior cream dipper and skimming spoon. Another specialty of particular interest to the housewife is the Superior clothes dryer, which can be used from windows, balconies and verandas, and which needs only to be shown to customers to find ready sale.

The fact that Chapman makes a specialty of demonstration work for house furnishing stores is something every house furnishing dealer and department manager should know as all these lines are of particular interest to the ladies and when used for demonstration purposes help to revive business.

This is important at this season of the year, when trade is likely to slacken after the holiday business, and dealers should write at once to C. A. Chapman, for information regarding terms upon which demonstrations will be made.

#### Houchin "Sunburst" Alcohol Gas Stoves

We illustrate in this column the Houchin "Sunburst" Gas Stove, which is simplicity itself, and has many points of advantage over similar stoves. It retails at about 50 cents and a patent has been applied for, while the name "Sunburst" is trade marked. The stove is made in polished brass and brass nickel plated, and uses wood, denatured or grain alcohol.



PAT. APPLIED FOR

Although it weighs only eight ounces, it will suspend a weight of more than 100 lbs. and boils one quart of water in nine minutes.

Figure 1 shows how to fill the lamp and Figure 2 shows that by pressing lightly on the bottom of the lamp, alcohol is forced up into the rim around the burner, while the thumb is used to cover the hole in the top of the lamp. Th alcohol in the rim is then lighted and the flame will appear around the top and around the burner, while the alcohol in the rim



Fig. 1



Fig. 2

will burn itself out in a few seconds, only burning long enough to vaporize the alcohol. When through using the lamp, it can be blown out.

This lamp is made by the Thomas W. Houchin Company, one of the largest makers of household specialties in the United States, whose address is 341 Broadway, New York. Terms and prices will be furnished to dealers upon request, and discounts to dealers will be found extremely attractive.

#### A Handy Tooth Brush and Curling Iron Holder

One of the handiest and simplest tooth brush and curling iron holders is one put upon the market by Harry D. Kirk, 5 West Madison street, Chicago, Ill., illustrated on another page of this issue.

This holder is simplicity itself being stamped from one piece of metal with places for a large number of tooth brushes and a curling iron and can be attached to the wall without marring it. The holder retails at ten cents each at a good profit to the dealer, and house furnishing goods dealers should write to the above address for terms and particulars.

#### Kleinau & Koch

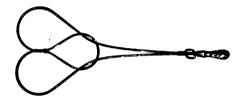
We call attention to the announcement of Kleinau and Koch, 22 Fifth avenue, Chicago, Ill., illustrating the splendid line of kitchen and house furnishing goods carried by this firm.

It will interest the trade to know that in the near future Kleinau and Koch will establish a branch office in New York City and Mr. Koch will be in New York about the middle of January and will remain for some time. Pending the location of their New York office, all communications may be sent in care of the House Furnishing Review, 59 Park Place. The St. Louis branch of this firm is in charge of Mr. Earl P. Jones, who will be pleased to receive calls from dealers in his territory at any time.

#### The "Androck" Carpet Beater

To paraphrase a well known saying of Solomon, "Of the making of carpet beaters there is no end," and one of the best carpet beaters on the market to-day is the "Androck" carpet beater made by the Andrews Wire and Iron Works of Rockford III

This carpet beater is made of spring steel and opposing coils near the handle cause it to strike a heavy blow with only a slight movement of the wrist, while the extra weight at the end of the carpet beater adds to the force of the blow.



This carpet beater also removes the dust quickly because it covers a large area, its length being 30 inches and its width 12 inches. The handle is riveted on so securely that it is impossible for the wire work to get loose, a fact which will interest those who have chanced to meet with a contrary experience with other carpet beaters. Dealers should write at once for catalogues and prices of the many useful specialties manufactured by the Andrews firm, all of which will be cheerfully furnished.

#### Clever Clayton Specialties

One of the new comers to the advertising pages in The House Furnishing Review is Clayton & Company, 421 Kent Avenue, Brooklyn, N. Y., a number of whose specialties manufactured particularly for the house furnishing trade are illustrated in this column and on another page.

Every person who has used tooth powder direct from the original package knows how wasteful it is. The box shown in the accompanying cut distributes the powder evenly over the surface of the brush, which avoids all waste, and keeps the powder clean and dry at all times. The box is attached to a wall by a bracket, and can be removed to fill. It is operated by compression like an oiler or insect powder gum.





Another clever household utensil is a shaving brush holder, also illustrated here. This holder fills a long felt want, and we wonder that nobody has ever designed one before, when we recall that the average shaving brush is put back into the cup, or laid on the washstand without proper opportunity to dry out, the consequence being that the shaving brush becomes unsanitary and in a short time unfit for use. The

device here illustrated permits the brush to dry out and air, and the brush will keep its shape indefinitely causing it to ast longer than it could under any other conditions.

The above utensils are but a few of the extensive line manufactured by Clayton & Company, and dealers shoud write to this concern for catalogue and price list, both of which will be found unusually attractive.

#### TRADE PUBLICATIONS

#### Bath Room Fixtures—Brass Upholstery Trimmings— Brass Furniture Trimmings

Catalogs and price lists. The American Ring Company, Waterbury, Conn. These catalogs, fully illustrated, show a remarkably complete line of manufactured goods of the character denoted by the titles, and new products introduced since the catalogs were issued are fully described in leaflets attached. The many items are carefully indexed, and prices are clearly given.

#### Screen Goods

THE CONTINENTAL COMPANY, Detroit, Mich. Two catalogs, fully illustrated, showing a splendid variety of screen doors, windows and veranda outfits for the season of 1908. This company distributes the output of seven factories widely scattered as to location, and their product contains the latest designs and methods of attaching screens to windows, etc.

#### Miniature Lights—Fire Place Fixtures

THE ROSTAND COMPANY, Milford, Conn. Two catalogs, the first named showing a splendid array of brass candlesticks, and brass knockers; the second catalog shows many new designs as well as many of the old colonial lines of andirons, in brass and copper, or iron, brass fenders, fire sets, jamb hooks and German fold fenders. The illustrations indicate that the product of this company is artistic in the extreme, and prices are plainly marked.

#### Sleds

THE BUFFALO SLED COMPANY, Buffalo, N. Y. A catalog for 1907–1908, showing a large variety of steel sleds, illustrations being printed in the natural colors of the finished article. The line is manifestly an excellent one, and prices are given in dozen lots, together with dimensions. Gifford's Galvanized Steel-Plate Snow Shovels are included.

#### White Mountain Refrigerators

MAINE MANUFACTURING COMPANY, Nashua, N. H. Catalogue showing in natural colors many of the refrigerators made by this company, and illustrations of the complete line, together with details of construction showing their superiority. Other interesting features are pictures of first factory established in 1874, and of the present plant, the largest refrigerator factory in the world, together with photos of the quarries from which the stone is secured which has made the refrigerator famous as the "Stone White." Price list, code and dimensions of each refrigerator are included.

#### Metalware Specialties

THE METAL MANUFACTURING COMPANY, New Haven, Conn. A catalogue showing a large variety of brass plated picture hooks, extension and spring pole brackets, and bird cage springs. The line is attractive and complete.

#### SAN FRANCISCO

## Trade Conditions Excellent. Christmas Trade Drives Away the "Blues." Changes at the Emporium

NE of the leading house furnishing goods men, who keeps himself well posted on the development of trade, sums up the situation in San Francisco at the present time as follows. "Conditions are gradually assuming an improved and normal state, but it is taking quite a time to get over the universal stringency in the money market. Everybody is going ahead as usual and I do not think that business failures have been any more numerous than in ordinary times. People are lenient as to credits and not forcing payments, which accounts for the favorabe condition. Further the Christmas holiday trade has developed to such proportions that the retailer has forgotten all of his old troubles, and the wholesalers and jobbers are getting too busy to worry about what might happen, if banks continue to fail.

Of all of the buildings that have gone up and still in progress and that will be erected, it would seem that with all of the work that is to be done, including the big work to be accomplished by the municipality, there would be a healthy condition in business for some years to come. In addition, the coming of the battleships, each one of which, it is said, insures an expenditure of \$1,000,000 a year, will also have a tendency to increase business materially throughout the Pacific Coast, especially at those ports where the ships make their headquarters, and San Francisco being the principal port on the coast with facilities in keeping, we cannot help but benefit greatly.

Reports from the interior and the country surrounding San Francisco and all distant points which depend on San Francisco as a distributing market, indicate that the crops and commercial production have been above the average in realizing high prices. When the money matters become more normal everybody will be benefited proportionately.

It is remarkable to note the great amount of business that is being transacted now in the downtown district, not only wholesale but retail, and to note that the big retail establishments, which have opened up, have invariably fitted up with more expensive and more up-to-date fixtures than they had before the fire. The greatest activity in the move downtown will take place between next July and November, by which time buildings will be ready and the streets will be in good condition. The Van Ness avenue merchants will be forced down by that time to get the benefit of the Christmas trade and most of them have already arranged for locations in buildings that are now being built or that have been contracted for. Fillmore street will probably hold out longer and it is likely that a great many will stay permanently as operating branch stores.

One of the leading department men of the east, Mr. Schlesinger, of Chicago, has recently purchased an interest in the Emporium Department store of this city. The former quarters of this department store are being reconstructed and will be ready for occupancy by next December. Mr. Harris, manager of the household department, states that the plans for the new housefurnishing department show that they will have more room than ever before and finer fixtures. In their present quarters on Van Ness avenue they are badly crowded for space.

The accompanying photograph shows the office force of the buying department of the big house furnishing goods and crockery establishment of the Nathan-Dorhmann Company. These are the makeshift quarters which this department has occupied since the fire. This and the rest of the commercial end of the business of the concern will by the first of the year be removed to a fine new 12-story class "A" building centrally located downtown. The retail business will remain for at least another year in the large store on Van Ness avenue. Altogether this firm is employing some 400 people half consisting of office and the rest of operating



force. They report for the season that business compares favorably with last year and is very good, although, on account of the present high rate of interest, insurance and especially the cost of labor, expenses are much higher than heretofore. An elaborate holiday display has been arranged at the retail store, on the main floor and the balcony. A large selection of specialties are being displayed for the Christmas trade and are reported to be selling readily. Every article has the price mark plainly written on it.

#### Lisk Receivership Friendly

The report that the Lisk Manufacturing Company, Canandaigua, New York, and its subsidiary, the Reed Manufacturing Company, of Newark, N. J., had passed into the hands of receivers caused much regret to the trade, and investigation shows that the receivers were appointed by request of the company for the protection of its stockholders and its creditors, interests. The assets of the company are more than adequate to meet all obligations, and slow collections and the prevailing financial depression are the causes of the action taken by the Lisk Manufacturing Company. The receivers appointed were Frank H. Hamlin, of the Genesee Valley Trust Co., Rochester, N. Y., Frank Garlock, president of the First National Bank, Newark, N. J., and Henry E. Boller, a Buffalo manufacturer.

We are credibly informed that the receivers intend to continue operations at the factory, and the manufacture of high grade enamel ware and Anti-Rust tin ware will continue as in the past. It is expected that full adjustment of its affairs will be made by the receivers within a short time, whereupon the company will again assume full management of its business.

#### WHAT WAS THAT SALESMAN'S NAME?

(Concluded from page 52) t a

England States. F. H. Taylor, Philadelphia and vicinity. Cincinnati and vicinity. W. S. Cutler, Chicago and the west. E. W. Burtnette, South and Southwest. R. B. Hanna, South California. C. H. Cook, Northwest. R. E. Ranier, Mexico.

REPUBLIC METALWARE CO., Buffalo, N. Y. J. E. ANONIE, Southern New York and Southeastern Connecticut; Walter Barry, Vermont and New Hampshire; F. C. Bibber, Maine; J. H. Blazure, New Jersey; H. H. Cooper, New York, Hudson River: S. H. Foster, Eastern Massachusetts, Rhode Island; W. H. Jewell, New York City; W. R. Kieffer, Eastern New York; A. W. Le Bourveau, New York City; W. E. Love, Jr., Georgia, Florida, North and South Carolina; Edward Isaar, New York City, (export); George E. Smith. Connecticut; C. B. Webb, Eastern Pennsylvania; O. M. Chapman, Southern Michigan; P. T. Einhellig, Buffalo City; R. T. Eddy, Eastern New York; R. B. Edgar. Northern Ohio: H. H. Kent, Western Pennsylvania; M. Kinney, Northern Michigan; Edward Smith, Southern Ohio; George H. Wilson, West Virginia; C. F. Wittle, Northern Pa., and Northwestern New York; H. A. Whiting, Buffalo City; C. S. Spencer, Indiana; Thomas H. Wilson, Central Pa.

REPUBLIC STAMPING & ENAMELING CO., Canton, O. Isaac Lobsitz, 108 Chambers St., N. Y. City., L. J. Brilbart. 186 Fifth Ave., Chicago; Jas. D. Henderson, 119 South Fourth St., Philadelphia; William D. Randall, Jr., 17 South Charles St., Baltimore; O. Schroeder, 2030 Franklin Ave., Toledo, Ohio; E. W. Doubham, 504 Tchoupitoulas St., New Orleans, La.; W. C. Boak, 39 Chapin Block, Buffalo, N. Y.

ROSENBERG MOTOR & MANUFACTURING CO., A., Baltimore, Md. Albert Rosenberg, the world.

ROYAL POLISHED STEEL ROASTER CO., Troy, Ohio. M. G. Rodearmeal, Minneapolis; O. S. Shroeter, Toledo; Ohio; L. H. Graber, Cincinnati, Ohio; D. E. Dewerse, General.

SAMSTAG & HILDER BROS., New York. (House Furnishing Specialties and Toys). J. S. Adler, Ohio and West Virginia; C. E. Bowman, Missouri, Kansas, Oklahoma, Nebraska and Indian Territory; Joe Cahn, Maryland. Virginia, North Carolina, South Carolina and Georgia; Len Davis, New York and Portion of Pennsylvania; Al Goldstucker, Georgia, Mississippi, Texas, Louisiana, Alabama, Tennessee, Arkansas and Florida; L. B. Gratz, Illinois, Wisconsin and Indiana; Louis Steinberger, Iowa, Illinois and Michigan; Walter Stamper, New York and New Jersey; E. N. Knapp, Connecticut, Massachusetts, and Rhode Island; Ed. Kircher, Colorado, Idaho, Montana, South Dakota, Utah, Washington and Wyoming; Richard Katz, Puerto Rico and Cuba: L. S. Nicholson, Colorado, Montana, Utah, Washington, Oregon, California, Arizona and New Mexico; Arthur Mandel, Pennsylvania and Delaware; Nathan Mandel, New York; Moe Newman, St. Louis Salesrooms; Gabe Pollack, Ohio, Kentucky, Indiana, Michigan and St. Louis: Godfrey Schmidt. Wisconsin, Iowa, Nebraska and Minnesota; Sig. Stoerger, Pennsylvania, New York and Virginia; Chas. Tebrich, Maine, Massachusetts, New Hampshire and Vermont: N.

and Brahinger, in military and sales property of the J. Wyzanski, Boston Salesrooms; E. E. Wolf, Chicago Sales-H. Weinberg, Baltimore and Washington. F. M. Shotta mooms; Henry Emmier, Wisconsin, Minnesota, North Dakota, South Dakota, and North Michigan; and Herman Semler, Philadelphia, Baltimore and Washington, D. C.

SILVER LAKE CO., Boston, Mass., (Cordage, etc). Isaac Townsend, Philadelphia; Chas. L. Munger, Chicago; Sanford Plummer, San Francisco, Pacific Coast.

STANDARD SEWING MACHINE CO., Cleveland, Ohio, F. C. Henderson. Temple Place, Boston, New England; W. H. Sharp, 58 South Broad St., Atlanta, Southwestern States; E. G. Reed, 88 Lake St., Chicago, Northwestern; E. H. Boothe, 1218 Oliva St., St. Louis, Southwest; G. D. Brown, 94 Filbert St., Philadelphia, Pennsylvan, Delaware and New Jersey; N. A. Kuder, 94 Wooster St., New York City, New York and Connecticut.

STEINFELD BROS., 620 Broadway, N. Y. City. Leo Steinfeld, N. Y. City; W. E. Steinfeld, N. Y. City and Pacific Coast; Harry Steinfeld, N. Y. City and New York State; S. Q. Ludwig, Middle West; Milton Jones, Philadelphia, Maryland and Virginia; J. G. Stone, Brooklyn and surroundings; H. J. Charak, Eastern States; H. J. Wilbur, Southern States.

STREATOR METAL STAMPING CO., Streator, Ill. C. G. Dwight, Indiana and Michigan; B. M. Hawley, Ohio; James Morris, New York, Pennsylvania and New Jersey; C. B. Dalrymple, Missoursi, Kansas and Nebraska: H. W. Ruton, Iowa and Wisconsin; W. H. Pims, Illinois; R. T. Brady, Chicago.

THURNAUER & BRO., 83-85 Worth St., N. Y. City, (House Furnishing Goods). R. Frank, New York State. Baltimore, Washington, Pittsburg; A. E. Brown, Western Territory; R. T. Sexton, East and South.

TRIBBLE & CO., A. L., Boston, Mass., (Mops, etc.). A. L. Tribble, jobbing points throughout United States; A. R. Tribble, New England States; E. M. Evans, New York City; W.T. Kenyon, Chicago and vicinity; Charles P. Fonda, Pacific Coast; L. P. Canmann, throughout the South.

TURNER & SEYMOUR MANUFACTURING CO... Torrington, Conn., (Brass Specialties). C. W. Bickel, Ohio, West Virginia; L. H. Long, Michigan, California, Colorado, Ontario; T. F. Sheehy, Pennsylvania, Virginia, Maryland, District of Columbia; E. A. Loomis, New York State, New Jersey, Quebec: F. H. Drowne, New England: H. B. Houghton, Illinois, Nebraska, Wisconsin, Manitoba; E. L. Raschbacher, Indiana, Tennessee, Mississippi, Missouri.

UNION CUTLERY AND HARDWARE CO., Unionville, Conn. Ransom Rice, Chicago and West to Mississippi River: G. P. Tonny. Southern States: H. G. Renicker. Maryland, Virginia, North and South Carolina.

WILLIAM VOGEL & BROS., Brooklyn, N. Y. W. N. McNeill, Middle West; W. J. Sherwood, New York City; J. M. Perrins, New England, Phila, Baltimore; George L. Knight, Southern States.

WALLACE MANUFACTURING CO., Olmsted Falls, Ohio. George W. Smith, West Pennsylvania, Eastern New York, West Virginia and Eastern Ohio; W. K. Wellman, Ohio and Indiana and Illinois.

# 20 Century: RII

BEING CHAMOIS IN PRACTICAL, ECONOMICAL SHAPE FOR WASHING, CLEANING AND POLISHING.

Warranted finest oil tanned. Washable; not to get hard or crack. Flexible Back, conforming to shape of hand and object rubbed.

Better for general uses than whole Chamois and at hardly a sixth of the cost.

Size: 6 x 5 inches



As much
Chamois
as in a
whole skin

No matter what soaps, oils or powders are used, Chamois is the best to rub with. But to use fine quality whole Chamois freely, not to say carelessly, is expensive. IN THE—



—IS YOUR OPPORTUNITY. QUANTITY, QUALITY AND PRICE.

Can easily afford to keep several on hand for different characters of use, as wet and dry, fine and rough work, etc.

The
"Rubs" are
"Handler"
to work
with



Half a desen
'Rubs' for the
cost of one
Equal quality
Chamole skin

**Dealers,** give the Rubs the Third Degree test by use in your own establishment, then it certainly will be your pleasure to recommend them to your best customers for the good work they do and their small cost.



—are made up of "trimmings," and right here we call attention to the wide difference between these and "scrap" trimmings, being good sized pieces, otherwise available for watch pockets, knife cases, etc., and not hard, useless bits—"scrap."





As far as a necessarily restricted product will avail, the 20th Century "Rubs" will doubtless supersede the use of the whole Chamois skin for general washing, cleaning and polishing purposes, as it comes within the price of a necessity, and not a luxury as in the case of the whole Chamois.

Dealers, send for Particulars. Circulars, Showcards and Electrotypes Furnished.

20th Century Mfg. Co., 19 Warren Street, New York.

In Fall and Winter Sell



Heats and Lights any room at cost of light only.

#### WANTS

Subscribers may insert want advertisements, such as may be approved by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge-Advertisements for this department must be received not later than the 15th of the month.

PARTNERSHIP SELLING ARRANGEMENTS OFFERED. I have had ten years successful experience in selling house furnishing goods. I want to represent small manufacturers of desirable lines. Will contract to market their entire output; must control same, and have privilege of taking a portion of commission in company's stock, or a partnership and become officer of firm. Address C. K. Hutchins, care Hutchins Manfg. Co., Buffalo, N. Y

WANTED-A few good live representatives to sell our RELIANCE Mop Wringer to the retail and jobbing trade Address Lee Chair Co., Wringer Dept., on commission basis. Oneida, N. Y.

WANTED—An experienced china and house furnishing buyer. The Reid & Hughes Dry Goods Co., Waterbury, Conn.

SALESMAN—Wanted to carry side line of shears and scissors on commission basis. Good sellers. Address "F. W.," care of House Furnishing Review.

WANTED—To represent manufacturers of house furnishing goods in the Southern States, on commission basis. Established ten years, and travel several salesmen. Address M. H. Pendleton & Co., Roanoke, Va.

SIDE LINE OFFERED—To salesmen calling on house furnishing goods buyers we offer an opportunity to increase their income easily. Article is well known; sample can be carried in pocket. Liberal cash commission. Address B. E. A., care House Furnishing Review.

AVE YOU A SON OR DAUGHTER? -- Do you want to give them a chance to earn some money? We will pay them a liberal cash commission for subscriptions to The House Furnishing Review. The work is easy and entirely respectable. Ask for particulars. Address Circulation Manager, THE HOUSE FURNISHING REVIEW.

N EXPERIENCED BUYER-We know of a man who A will be at liberty after January 1st. Has had experience in large establishments and ought to make good on any kind of a buying proposition. Address Editor, House Fur-NISHING REVIEW.

BUYER for China and House Furnishing Goods wanted by leading department store on 'Pacific Coast. Address, giving full particulars as to experience, "Pacific Coast," care of House Furnishing Review.

BUYER AND MANAGER of House Furnishing Goods, China, Glass and Toys desires to make a change. Fifteen years of steady experience in cities of 25,000 to 85,000 population. Have been five years in present position. Can furnish best references. Address "Steady," care of House Fur-NISHING REVIEW.

WANTED—To represent manufacturers of house furnishing goods in Southern Ohio and Kentucky on a commission basis. Address Sales Agent, 661 E. 6th Street, Cincinnati, O. WANTED a few live representatives to sell our Patented Sad Irons to retail and jobbing trade on commission

basis; good position to right parties. Address Patent Sad Iron Co., Department A. W., Reading, Pa.

ANTED a line of demonstration for Feb. 1st for one of the largest Department Stores in the West for their House Furnishing Dept. Address "West," care of House Fur-NISHING REVIEW.

ANTED—Agency for eastern states for large lines of house furnishing goods. Am equipped with ground floor salesroom, basement and lofts, and will carry large stocks. Am already representing good firms, but have room for more. Address L. E., care House Furnishing Review.

#### The BUFFALO SHAM HOLDER



MOSQUITO NET SUPPORTER



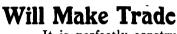
Our Clamping Device

The only one with a clamping device for attaching to the bed without ws. For either brass, iron or wood bedsteads.

SELLS AT A LOW RETAIL PRICE WITH GOOD DEALERS' PROFIT Ask for Catalogue of Full Line of Specialties

The E. E. Josef Mfg. Co., 16 Perry St., Buffalo, N. Y.

## THE ARPET BEATED



It is perfectly constructed, retains shape, and wears well. Handles will not turn or come off.

We also manufacture Suit Hangers, Pants Han ers, Pot Lid Holders, Calf Weaners, Hose Supporters, Hat Racks and other Wire Novelties.

Special Prices for 1908. Agents Wanted. Good Profits.

103-105 S. Canal St. Cooley Mig. Co., CHICAGO, ILL.

#### HARDWARE ASSOCIATION CONVENTIONS

and Where State Hardware Dealers' Associations Will Meet. If Hardware Exhibits, so Stated

LLINOIS-February 26, 27, 28, at Peoria. Exhibits. Leon D. Nish, Secretary.

INDIANA-February 18, 19, 20, at Indianapolis. Exhibits. IOWA-February 18, 19, 20, 21, at Cedar Rapids, Exhibits. A. R. Sale, Secretary.

NEBRASKA-February 11, 12, 13, 14, at Lincoln. Exhibits. J. Frank Barr, Secretary.

OHIO-February 25, 26, 27, at Columbus. Exhibits. Frank A. Bare, Secretary.

NEW YORK-February 18, 19, 20, 21, at Buffalo. Exhibits. John Holley Bradish, Manager.

MINNESOTA-February 25, 26, 27, 28, at St. Paul. Exhibits.

M. S. Mathews, Secretary. NORTH DAKOTA-January 28, 29, 30, at Fargo.

exhibits. C. N. Barnes, Secretary. SOUTH DAKOTA-February 4, 5, 6, 7, at Aberdeen. Ex-

hibits. H. E. Johnson, Secretary. INLAND EMPIRE-January 15, 16, 17, at Spokane, Wash. E. W. Evenson, Secretary.

WEST VIRGINIA-February 2d or 3d, Tuesday, for 3 days, not to conflict with Ohio or Pennsylvania. Leslie Hawker, Secretary.

WISCONSIN—February 5, 6, 7, at Milwaukee. Exhibits. J. Kornely, Secretary.



**GEM** 

TEA AND COFFEE

STRAINER

Samples and Price List Mailed on Application.









No. 1

No. 2



30 Patterns of Match Safes and Ash Receivers for Safety Matches

Sole Agent for the United States of the Union Safety and Paraffin Matches.

**PATENTED HOUSE FURNISHING SPECIALTIES** 

M. LOEWENSTEIN, 71 Washington Square, South, New York
Formerly West Fourth St.



THE "KORKER"
SINK AND POT CLEANER
Stamped from heavy
sheet steel. Shovel
part about 4 inches
square. Brush at side
aids in gathering up
refuse matter.

#### INDEX TO ADVERTISERS

Alaska Refrigerator Co.   22   Fogerty & Co. Philip.   78   78   78   78   78   78   78   7	Adams & Co., J. J Back Cover	Estes & Sons, J. H 80	*Novelty Manufacturing Co.
*Alcuninum Cooking Utensils Co. 7 Aluminum Cooking Utensils Co. 7 Aluminum Cooking Utensils Co. 7 American Manufacturing Co. 7 American Ming Company 74 Andrews Wire & Iron Works. 77 Arade Manufacturing Co. 73 Andrews Wire & Iron Works. 77 Arade Manufacturing Co. 73 Avery Stamping Co. 8ack Cover Baldwin Refrigerator Co. 10 *Bartels, William 6 *Bartels, William 7 *Barket Importing Co. 23 Basket Importing Co. 23 Bigelow, J. F. 72 Bissell Carpet Sweeper Co. 13 *Borgfeldt, George 7 *Browne Manufacturing Co. 21 *Buffalo Dottery Co. 10 *Caldwell Manufacturing Co. 77 Capito Mouse Trap Co. 77 Capito Mouse Trap Co. 76 Castle, Wilmot Co. 76 Castle, Wilmot Co. 79 Chasse Manufacturing Co. 79 Chasse Manufacturing Co. 70 Chasse Manufacturing Co. 70 Cooper & McKee 16 Cooper & WcKee 16 Cooper & Water Trap Co. 75 Cooper & WcKee 16 Cooper & Water Trap Co. 76 Cooper & WcKee 16 Cooper & WcKee 1			•
Aluminum Cooking Utensils Co. 7 American Manufacturing Co. 79 Amer. Mig. & Novelty Co. In. Front Cover American Ring Company. 74 Amdrews Wire & Iron Works. 77 Arcade Manufacturing Co. 73 Grand Rapids Refrigerator Co. 13 Avery Stamping Co Back Cover Baldwin Refrigerator Co. 10 Baldwin Refrigerator Co. 10 Baldwin Refrigerator Co. 10 Baldwin Refrigerator Co. 11 Barlels, William. 10 Basket Importing Co. 23 Bigelow, J. F. 72 Basket Importing Co. 23 Bigelow, J. F. 72 Bissell Carpet Sweeper Co. 13 T. W. Houchin & Co. 80 *Borgfeldt, George Browne Manufacturing Co. 21 Buffalo Manufacturing Co. 77 Caldwell Manufacturing Co. 78 Buffalo Pottery Co. 19 Captio Mouse Trap Co. 78 Carter, J. J. 81 Lee Chair Co. 19 Chicago Feather Duster Co. 79 Chasses Manufacturing Co. 70 Chasses Manufacturing Co. 77 Chicago Feather Duster Co. 77 Chicago Feather Duster Co. 77 Banufacturing Co. 78 Colonial Paint Co. 79 Cooper & McKee. 16 Cooper & McKee. 17 Cooper & McKee. 16 Cooper & McKee. 17 Coo			
American Manufacturing Co			
Amer. Mfg. & Novelty Co. In. Front Cover   American Ring Company.			•
American Ring Company.	. •	· •	
Andrews Wire & Iron Works. 77 Arcade Manufacturing Co. 73 Arcade Manufacturing Co. 73 Arcade Manufacturing Co. 74 Arcade Manufacturing Co. 75 Basket Manufacturing Co. 10 *Bartels, William	•		
Arcade Manufacturing Co. 73 Avery Stamping Co Back Cover Baldwin Refrigerator Co 10 A. H. Heisey & Co 54 Bartels, William		· ·	
Avery Stamping Co.   Back   Cover   Baldwin Refrigerator Co.   10   A. H. Heisey & Co.   54   Co.   54   Bartels, William.   Holmquist & Co.   54   Reliable Gum Tape Co.   76   Regublic Metalware Co.   78   Regublic Metalware Co.   78   Regublic Metalware Co.   78   Regublic Metalware Co.   78   Regublic Metalware Co.   79   Regublic Metalware Co.   79   Regublic Metalware Co.   79   Regublic Metalware Co.   70   Regublic Metalware Regublic Metalware Co.   70   Regublic Metalware Regublic Me			
Baldwin Refrigerator Co.	<u> </u>		•
*Bartels, William. Holmquist & Co. 72 Reliable Gum Tape Co. 75 Basket Importing Co. 23 Holt-Lyon Co. 77 Republic Metalware Co. 80 Bigelow, J. F. 72 Home Metallic Refrig. Co. 10 *Rochester Cut Glass Co. 80 *Rollman Manufacturing Co *Rollman Manufacturing Co. 80 *Rollman Manufacturing Co. 75 Bissell Carpet Sweeper Co. 13 T. W. Houchin & Co. 80 *Rollman Manufacturing Co. 75 Browne Manufacturing Co. W. G. 81 Kahn & Mossbacker. 12 Rostand Manufacturing Co. 76 Buffalo Manufacturing Co. 21 Harry D. Kirk. 78 Rothschild, Meyers & Co. 80 *Rollman Manufacturing Co. 76 Kleinau & Koch. 11 Scott, I. B. 12 Caldwell Manufacturing Co. 77 Geo. S. Knapp. 79 Sidney Shepard & Co. 80 Sidney Shepard & Co. 76 Captio Mouse Trap Co. 78 Knorr Ironing Board Co. 73 Silverdip Co. 76 Carter, J. J. 81 Lee Chair Co. 76 Souweine Manufacturing Co. 81 Carter, J. J. 81 Lee Chair Co. 76 Souweine Manufacturing Co. 81 Cantral Stamping Co. 14 Leffler, Thiele & Co. Inside Back Cover *Standard Enamelware Co. 81 Chapman, C. A. 20 Lewis & Conger. 80 Standard Table Oilcloth Co. 77 Chicago Feather Duster Co. 73 *Lisk Manufacturing Co. 81 Clayton & Co. 78 Maine Manufacturing Co. 23 Towel Rack & Novelty Co. 81 Cohn, G. 88 & 9 Manufacturing Co. 70 E. C. Manufacturing Co. 70 E. C. Manufacturing Co. 71 Thurnauer & Bro., G. M. 10 Clayton & Co. 78 Manufacturing Co. 79 E. C. Marks. 79 Twentieth Century Mfg. Co. 81 Cooper & McKee. 16 Markt & Co. 2 Udell Works. 21 Twentieth Century Mfg. Co. 66 Cooper & McKee. 16 Markt & Co. 2 Udell Works. 21 Cooleg & Zuill. 74 Marteross Co. 80 Vollrath Manufacturing Co. 75 New England Enamel Co. 24-25 White Mountain Freezer Co. 75 Electric Cleanser Co. 76 Nichthauser & Levy. 15 White & Son, I. F. 80			
Basket Importing Co.   23			•
Bigelow, J. F			
Bissell Carpet Sweeper Co.   13   T. W. Houchin & Co.   80   *Rollman Manufacturing Co   *Borgfeldt, George   E. E. Josef Man'fg. Co.   70   Royal Manufacturing Co.   73   Rostand Manufacturing Co.   76   Royal Manufacturing Co.   76   Royal Manufacturing Co.   76   Royal Manufacturing Co.   76   Rothschild, Meyers & Co.   82   Rothschild, Meyers & Co.   82   Rothschild, Meyers & Co.   83   Rothschild, Meyers & Co.   84   Rothschild, Meyers & Co.   85   Rothschild, Meyers & Co.   85   Rothschild, Meyers & Co.   85   Rothschild, Meyers & Co.   86   Rothschild, Meyers & Co.   87   Rothschild, Meyers & Co.   88   Rothschild, Meyers & Rothschild			
*Borgfeldt, George			
Browne Manufacturing Co., W. G. 81   Kahn & Mossbacker.   12   Rostand Manufacturing Co.   76   Rothschild, Meyers & Co.   82   Rothschild, Meyers & Co.   83   Rothschild, Meyers & Co.   84   Rothschild, Meyers & Co.   85   Rothschild, Meyers & Co.   85   Rothschild, Meyers & Co.   86   Rothschild, Meyers & Co.   87   Rothschild, Meyers & Co.   8			
Buffalo Manufacturing Co.   21   Harry D. Kirk   78   Rothschild, Meyers & Co.   88	, , ,		•
*Buffalo Pottery Co. Kleinau & Koch. 11 Scott, I. B. 12 Caldwell Manufacturing Co. 77 Geo. S. Knapp. 79 Sidney Shepard & Co. 6 Capito Mouse Trap Co. 78 Knorr Ironing Board Co. 73 Silverdip Co. 76 Castle, Wilmot Co. 76 Lalance & Grosjean Man'fg. Co. 26 Snow Flake Manufacturing Co. 16 Carter, J. J. 81 Lee Chair Co. 76 Souweine Manufacturing Co. 81 Carter, J. J. 81 Lee Chair Co. 76 Souweine Manufacturing Co. 81 Charal Stamping Co. 14 Leffler, Thiele & Co. Inside Back Cover *Standard Enamelware Co. Chapman, C. A. 20 Lewis & Conger. 80 Standard Table Oilcloth Co. 77 Chicago Feather Duster Co. 73 *Lisk Manufacturing Co. 85 Star Enamelling & Stamping Co. 25 Chicago Asbestos Table Mat Co. 14 M. Loewenstein. 71 Thurnauer & Bro., G. M. 15 Clayton & Co. 78 Maine Manufacturing Co. 23 Towel Rack & Novelty Co. 81 Cohn, G. 8 & 9 Manhattan Screw & Stpg. Co. 72 Tribble Co., A. L. Back Cover *Colonial Paint Co. 84 Manufacturing Co. 26 Manning-Bowman & Co. 27 Twentieth Century Mfg. Co. 66 Cooley Manufacturing Co. 70 E. C. Marks. 72 Twentieth Century Mfg. Co. 66 Cooley & Zuill. 74 Marteross Co. 80 Vollrath Manufacturing Co. 17 Eagle Cooperage Works. 78 National Sweeper Co. 17-52 White Mountain Freezer Co. 56 Eclipse Manufacturing Co. 76 Nichthauser & Levy. 15 White & Son, I. F. 80			
Caldwell Manufacturing Co.         77         Geo. S. Knapp.         79         Sidney Shepard & Co.         8           Capito Mouse Trap Co.         78         Knorr Ironing Board Co.         73         Silverdip Co.         76           Castle, Wilmot Co.         76         Lalance & Grosjean Man'fg. Co.         26         Snow Flake Manufacturing Co.         16           Carter, J. J.         81         Lee Chair Co.         76         Souweine Manufacturing Co.         81           Central Stamping Co.         14         Leffler, Thiele & Co. Inside Back Cover         *Standard Enamelware Co.         81           Chapman, C. A.         20         Lewis & Conger.         80         Standard Table Oilcloth Co.         77           Chasse Manufacturing Co.         79         Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.			
Capito Mouse Trap Co.         78         Knorr Ironing Board Co.         73         Silverdip Co.         76           Castle, Wilmot Co.         76         Lalance & Grosjean Man'fg. Co.         26         Snow Flake Manufacturing Co.         16           Carter, J. J.         81         Lee Chair Co.         76         Souweine Manufacturing Co.         81           Central Stamping Co.         14         Leffler, Thiele & Co. Inside Back Cover         *Standard Enamelware Co.         *Standard Table Oilcloth Co.         77           Chasse Manufacturing Co.         79         C Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         5ternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colonial Paint Co.         Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68 <th< td=""><td>•</td><td></td><td></td></th<>	•		
Castle, Wilmot Co.         76         Lalance & Grosjean Man'fg. Co.         26         Snow Flake Manufacturing Co.         16           Carter, J. J.         81         Lee Chair Co.         76         Souweine Manufacturing Co.         81           Central Stamping Co.         14         Leffler, Thiele & Co. Inside Back Cover         *Standard Enamelware Co.         81           Chapman, C. A.         20         Lewis & Conger.         80         Standard Table Oilcloth Co.         77           Chasse Manufacturing Co.         79         O. Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8         49         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colonial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.		••	
Carter, J. J.         81         Lee Chair Co.         76         Souweine Manufacturing Co.         81           Central Stamping Co.         14         Leffler, Thiele & Co. Inside Back Cover         *Standard Enamelware Co.         *Standard Table Oilcloth Co.         77           Chasse Manufacturing Co.         79         O. Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colonial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68           Cooper & McKee         16         Markt & Co.         2         Udell Works.         21           Dodge & Zuill.         74         Martcross Co.			4
Central Stamping Co.         14         Leffler, Thiele & Co. Inside Back Cover         *Standard Enamelware Co.           Chapman, C. A.         20         Lewis & Conger.         80         Standard Table Oilcloth Co.         77           Chasse Manufacturing Co.         79         O. Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colorial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68           Cooper & McKee         16         Markt & Co.         2         Udell Works.         21           Dodge & Zuill.         74         Martcross Co.         80         Vollrath Manufacturing Co. <t< td=""><td></td><td></td><td></td></t<>			
Chapman, C. A.       20       Lewis & Conger.       80       Standard Table Oilcloth Co.       77         Chasse Manufacturing Co.       79       O. Lindemann & Co.       79       Star Enamelling & Stamping Co.       22         Chicago Feather Duster Co.       73       *Lisk Manufacturing Co.       Sternau & Co., S.       4         Chicago Asbestos Table Mat Co.       14       M. Loewenstein.       71       Thurnauer & Bro., G. M.       1         Clayton & Co.       78       Maine Manufacturing Co.       23       Towel Rack & Novelty Co.       81         Cohn, G.       8 & 9       Manhattan Screw & Stpg. Co.       72       Tribble Co., A. L.       Back Cover         *Colorial Paint Co.       Manning-Bowman & Co.       56       Trojan Manufacturing Co.       81         Cooley Manufacturing Co.       70       E. C. Marks.       72       Twentieth Century Mfg. Co.       68         Cooper & McKee       16       Markt & Co.       2       Udell Works.       21         Dodge & Zuill.       74       Martcross Co.       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works       78       National Sweeper Co.       17-52       White Mountain Freezer Co.       75         Electric Cleanser Co.       76			9
Chasse Manufacturing Co.         79         O. Lindemann & Co.         79         Star Enamelling & Stamping Co.         22           Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colorial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68           Cooper & McKee.         16         Markt & Co.         2         Udell Works.         21           Dodge & Zuill.         74         Martcross Co.         80         Vollrath Manufacturing Co., J. J.         58           Eagle Cooperage Works.         78         National Sweeper Co.         17-52         White Mountain Freezer Co.         75           Electric Cleanser Co.         76         Nichthauser & Levy.         15		· ·	
Chicago Feather Duster Co.         73         *Lisk Manufacturing Co.         Sternau & Co., S.         4           Chicago Asbestos Table Mat Co.         14         M. Loewenstein.         71         Thurnauer & Bro., G. M.         1           Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colonial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68           Cooper & McKee         16         Markt & Co.         2         Udell Works.         21           Dodge & Zuill.         74         Martcross Co.         80         Vollrath Manufacturing Co., J. J.         58           Eagle Cooperage Works         78         National Sweeper Co.         17-52         White Mountain Freezer Co.         32           Eclipse Manufacturing Co.         75         New England Enamel Co.         24-25         White Mountain Freezer Co.         75           Electric Cleanser Co.         76         Nichthauser & Levy.         15		<u> </u>	
Chicago Asbestos Table Mat Co       14       M. Loewenstein       71       Thurnauer & Bro., G. M.       1         Clayton & Co       78       Maine Manufacturing Co       23       Towel Rack & Novelty Co       81         Cohn, G.       8 & 9       Manhattan Screw & Stpg. Co       72       Tribble Co., A. L.       Back Cover         *Colonial Paint Co.       Manning-Bowman & Co       56       Trojan Manufacturing Co       81         Cooley Manufacturing Co       70       E. C. Marks       72       Twentieth Century Mfg. Co       68         Cooper & McKee       16       Markt & Co       2       Udell Works       21         Dodge & Zuill       74       Martcross Co       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works       78       National Sweeper Co       17-52       White Mountain Freezer Co       32         Eclipse Manufacturing Co       75       New England Enamel Co       24-25       White Mop Wringer Co       75         Electric Cleanser Co       76       Nichthauser & Levy       15       White & Son, I. F.       80			
Clayton & Co.         78         Maine Manufacturing Co.         23         Towel Rack & Novelty Co.         81           Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Cover           *Colonial Paint Co.         Manning-Bowman & Co.         56         Trojan Manufacturing Co.         81           Cooley Manufacturing Co.         70         E. C. Marks.         72         Twentieth Century Mfg. Co.         68           Cooper & McKee         16         Markt & Co.         2         Udell Works.         21           Dodge & Zuill.         74         Martcross Co.         80         Vollrath Manufacturing Co., J. J.         58           Eagle Cooperage Works         78         National Sweeper Co.         17-52         White Mountain Freezer Co.         3           Eclipse Manufacturing Co.         75         New England Enamel Co.         24-25         White Mop Wringer Co.         75           Electric Cleanser Co.         76         Nichthauser & Levy.         15         White & Son, I. F.         80			
Cohn, G.         8 & 9         Manhattan Screw & Stpg. Co.         72         Tribble Co., A. L.         Back Covered Cove			
**Colonial Paint Co.       Manning-Bowman & Co.       56       Trojan Manufacturing Co.       81         Cooley Manufacturing Co.       70       E. C. Marks.       72       Twentieth Century Mfg. Co.       66         Cooper & McKee.       16       Markt & Co.       2       Udell Works.       21         Dodge & Zuill.       74       Martcross Co.       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works.       78       National Sweeper Co.       17-52       White Mountain Freezer Co.       32         Eclipse Manufacturing Co.       75       New England Enamel Co.       24-25       White Mop Wringer Co.       75         Electric Cleanser Co.       76       Nichthauser & Levy.       15       White & Son, I. F.       80	•		
Cooley Manufacturing Co.       70       E. C. Marks.       72       Twentieth Century Mfg. Co.       66         Cooper & McKee.       16       Markt & Co.       2       Udell Works.       21         Dodge & Zuill.       74       Martcross Co.       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works.       78       National Sweeper Co.       17-52       White Mountain Freezer Co.       33         Eclipse Manufacturing Co.       75       New England Enamel Co.       24-25       White Mop Wringer Co.       75         Electric Cleanser Co.       76       Nichthauser & Levy.       15       White & Son, I. F.       80	•		
Cooper & McKee       16       Markt & Co.       2       Udell Works       21         Dodge & Zuill.       74       Martcross Co.       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works       78       National Sweeper Co.       17-52       White Mountain Freezer Co.       3         Eclipse Manufacturing Co.       75       New England Enamel Co.       24-25       White Mop Wringer Co.       75         Electric Cleanser Co.       76       Nichthauser & Levy.       15       White & Son, I. F.       80			
Dodge & Zuill.       74       Martcross Co.       80       Vollrath Manufacturing Co., J. J.       58         Eagle Cooperage Works.       78       National Sweeper Co.       17-52       White Mountain Freezer Co.       3         Eclipse Manufacturing Co.       75       New England Enamel Co.       24-25       White Mop Wringer Co.       75         Electric Cleanser Co.       76       Nichthauser & Levy.       15       White & Son, I. F.       80			
Eagle Cooperage Works78National Sweeper Co17-52White Mountain Freezer Co3Eclipse Manufacturing Co75New England Enamel Co24-25White Mop Wringer Co75Electric Cleanser Co76Nichthauser & Levy15White & Son, I. F80			
Eclipse Manufacturing Co	•		<b>.</b> .
Electric Cleanser Co			
Ely Manufacturing Co., T. J 18 North Bros. Manufacturing Co 18 Williamson Co. C. T	Ely Manufacturing Co., T. J 18	North Bros. Manufacturing Co 18	Williamson Co., C. T
Erie Specialty Co Inside Front Cover			

<sup>\*</sup>Periodical advertisers whose announcements will appear in later issues.



## The Perfection Bottle Stopper

Invaluable in dispensing mineral waters at home. No. 1 large quart; No. 2 pint or small quart size. The only satisfactory stopper ever invented for keeping champagne, mineral waters, ginger ale, etc., and all carbonated beverages wherever used.

Absolutely Air-Tight After Once Opened; Self-Adjusting; Pits Any Bottle

sufactured by E. C. MARKS (Trustee) 260 Clark St., Chicago

WRITE FOR PRICES AND DISCOUNT





## THE "HOME KISSED" CURTAIN STRETCHER

Movable Spring Pins-Once adjusted to Curtain Scollops always in place.

Interlocking Steel Hinga-Inuring alaque rigidity and strength in center,

Center Braces-On which the Long Bars fold,

Our Patent covers the device for folding the long bars on the Center Brace, and the Center Brace. Parties hanlding Curtain Stretchers that infringe should investigate.

Holmquist & Co., Mi'rs of Curtain Stretchers and Ladders, Chicago, Ill.

#### THE BIGELOW WIRE FLY KILLER

Indispensable for the Household

Prevents contagion—KILLS but does not CRUSH the fly or mosquito Popular with all Housekeepers

Patented Sold Everywhere by the House Furnishing Trade SANITARY WIRESINK BRUSH No disease germs can adhere to the brush Patented Will not Rust. Non-Absorbent

Send for Prices

J. F. BIGELOW. Mfr., Worcester, Mass. NEW YORK AGENTS: Wilson Bros., 107 Chambers St., DISPLAY STAND

## Roual Inverted Gas Burner

New Goose Neck type Inverted Burner employing new needle valve



#### **GUARANTEED**

To work satisfactorily on both natural and artificial gases

To work under all

To give highest candle-power light per cubic foot consumption of gas

WILL NOT

Flash-back, flicker

#### DDICES

Not higher than you expect to pay—maybe lower

No. 300 Royal

Write for information pamphlet B

Manufactured by

MANHATTAN SCREW AND STAMPING WORKS 67th Street and West End Avenue, New York



## K. & M. OUTFITS

Have resulted in immediately increased sales. As a matter of fact, they

#### **Have Created** A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . . **\$1.00** To a Dollar Doll, and you have a . . Three Dollar and Ninety-Eight Cent -combination that will sell faster than you had thought possible. . \$3.98

Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not miss this opportunity in 1908.

Our New Line is Ready for Inspection.

#### KAHN @ MOSSBACHER

Makers of Doll Outfits

New York City 779 Broadway.

## THE KNORR



## IRONING BOARD

#### 50% Profit—No Come-Backs

The Knorr Ironing Board was the cleverest laborsaving device shown at the Exhibition in New York. Many of the most astute buyers who attended the show placed their orders for quantities. The KNORR IRONING BOARD is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29 x 30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and built on honor.

Our printed matter furnished to dealers makes

**OUICK SALES** 

Terms and particulars from

The KNORR Ironing Board Co. 415 Genesee SL Rochester, N. Y.

> A good cook will quickly see the merits of this cake turner. The grease passes through it instantly and leaves the food light and tempting. handle gives a firm, cool grip and is easily cleaned. It is made entirely of steel and will last a lifetime. no more than the poor ones. Our catalog should be in the hands of every dealer.

ARCADE MFG. CO... FREEPORT, ILL.

EW YORK AGENT



No. 01 FOR KITCHEN.

## The "Practical" Knife Grinder

- A simple Kitchen Knife Grinder within the means of almost every house-wife...
- ¶ Made of Alundum, the sharpest and most durable abrasive known. Clamps to table or shelf and measures 101 inches in height. Cutting Wheel, 31 inches x
- ¶ Other sizes up to 6 inch Cutting Wheel in hand or foot power for every purpose.
- Abundant literature to promote sales, and handsome display stand free.

Write for prices, and "Practical Talks About Practical Grinders"

ROYALIMFG. CO., 102 E. Walnut St., Lancaster, Pa.

For RELIABLE Goods Buy of RELIABLE Houses

## Feather Dusters Wool Wall Brushes



Costs



## "EASY" Air Pressure

Heats the Water in the Machine

In one single operation the housewife heats the water right in the "Easy" Washer; saves the back breaking work of lifting the water off and on the range, and by regulating the heat of the suds CLEANSES and SWEETENS the Clothes. It is harder to do this in the old way, where the suds gradually cool, which prevents freeing the dirt from the fabric.

This attachment is made for the regular "Easy" Washer which is made of Galvanized, open-hearth steel,

and operates on the principle of forcing soap suds through the fabrics by AIR PRESSURE.

WRITE US FOR PRICES

We Turn Absolutely ALL Inquiries Over to Our Nearest Dealer

DODGE & ZUILL, Syracuse, N. Y.

## RAPID PACKAGE SEALER



A machine for instantaneously sealing or binding packages of all sizes and shapes.

Displaces string, rubber bands, sealing wax, etc. Does the work of four expert package-wrappers at practically no cost.

Any child can operate the Rapid Package Sealer, and it can't get out of order.

Machine measures 10 inches high by 5 inches wide, and can be placed on any counter or workbench, wherever packages are wrapped.

#### MACHINES COST \$7.50 EACH

900 feet of paper tape cost 26c. to 33c. One roll of 900 feet of tape will do up 2,000 packages.

Be up-to-Date. Save Money in Your Shipping Dept.

RELIABLE GUM TAPE CO.

22 MANHATTAN ST.

NEW YORK, N. Y.

The Best Counter Seller on the Market is the

## "Perfection" Faucet Cushion



#### NO CHIPPED OR BROKEN DISHES

A boon to the housewife—consisting of a rubber cushion. which slips over the end of the faucet, preventing anything in hand from striking the metal. readily comprehend its utility in the Anyone can

KITCHEN, LAUNDRY, LAVATORY, BATH AND BAR

Packed on counter display cards containing two dexen asserted cushions

JOHN H. OHLERKING Sales Agents 40 Dearborn Street Chicago, Ill.

## BATH ROOM ACCESSORIES

Attractive in Design—Strong in Construction



Made of BRASS. Heavily Nickel Plated and Highly Polished



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn.

Manufacturers of Cast and Wrought Brass Colonial Candlesticks, Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFICES { New York, 1 Hudson St. Chicago, 508 Heyworth Bldg Boston, 170 Summer St. San Francisco, 1122 Ellis St.







## **GOOD EASY SELLERS**

CORK EXTRACTOR, CROWN OPENER and SEAL LIFTER



C. T. Williamson Wire Novelty Co. 58 Badger Avenue, Newark, N. J.



## The Arnold Steam Coffee Cooker

is more than a coffee pot. It produces, by steaming, the most delicious coffee without boiling—without extracting the fats and tannic acid which, freed, are the injurious

properties of the coffee berry. Uses only two-thirds the coffee an old-style coffee pot requires, and no egg is necessary. An ernament to any well-appointed breakfast table.

## The Canister Coffee Mill

A practically air-tight coffee mill, handsome in appearance, that preserves the full strength and flavor

of the coffee berry. Cuts it so cleanly that the oils are retained instead of ground out and wasted. It excludes all foreign particles and leaves the ground coffee absolutely clean. Neatly and strongly constructed in one, two and five pound sizes.

SEND FOR OUR INDUCEMENTS

WILMOT CASTLE CO.

Rochester, N. Y.





## HAVE YOU EVER

INVESTIGATED

THE MERITS OF OUR GOODS

Do you know that our line of

## Rostand Fire Place Fixtures

is so complete, the designs so varied and handsome that their very appearance makes them quick sellers? A single trial order will prove it. Send for catalog H and discounts.

The Rostand Mfg. Co., MILFORD CONNECTICUT



# THE RELIANCE MOP WRINGER

Best Wringer on the Market, and We Will

#### -PROVE IT---

We will send a sample for inspection to any responsible dealer, at our own expense. Ask for one, give it a mos. severe test, and you? will find that you can sell ? Doo "Reliance" Wringers to one of any other kind.

All metal (galvanized) but the handle. Take up little space Easily wrings the largest mop cloth.

Our claims for the "Reliance" are backed by our chair business of a half million dollars a year.

Sells at Retail for \$1.50, with a Good Profit to the Dealer.

Ask for Catalog, Sample Wringer and Dealer's Discount

LEE CHAIR CO., Oneida, N. Y.

## THE ELECTRIC WALL PAPER CLEANER



We also manufacture the Electric Carpet Cleaner and Stick-O-Paste, three times winner and labor savers for the housewile.

The Electric Wall Paper Cleaner will clean side walls and ceiling of 12x12 room from one package. Retails at 15c. Write for prices and particulars.

ELECTRIC CLEANSER COMPANY, Canton, Ohio



T is sound sense to sell a well-advertised article\_\_something for which there is already a well-established demand.

101 COSELLOSANIATASO CO

SANITAS, the widely known washable wall covering, is so well advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

SANITAS has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—dust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES

The Standard Oil Cloth Co., 320 BROADWAY, NEW YORK

## The Gem Nutmeg Grater

Utilizes all of the Nutmeg

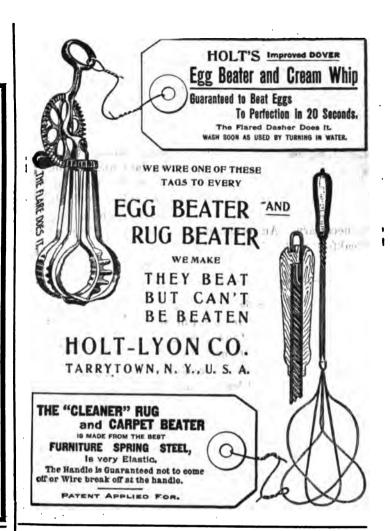


Rotary Motion.

Fastest, Easiest Grater on the Market Sold by Display Easel.

## Caldwell M'fg. Co.

Rochester, N. Y.





(Patent Applied For

IS MADE OF SPRING STEEL AND HAS THE RIGHT "FEEL"

Strikes a heavy blow, with but slight movement of the wrist

Caused by the opposing coils near the handle and the extra weight at the end

Removes the Dust quickly,

because it covers a large area at every blow.

Longth 30 Inches. Width 12 Inches

Handle riveted on so that it is impossible to get loose

Write at once for Catalogue and Prices

ANDREWS WIRE & IRON WORKS ROCKFORD, ILL.





## A Few of Our Specialties





HAVE OTHERS WE



SEND FOR CATALOG

## Clayton & Company

421-427 Kent Avenue, BROOKLYN, N. Y.



Tooth Brush HOLDER and Curling Iron



The Best 10c Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. Every Well Appointed Bath-room. A Necessity in

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, Ill.

We are the Largest Manufacturers

Nursery Refrigerators



Each one guaranteed, packed with mineral wool, and each packed separately, insuring safe delivery.

Write for Prices.

QUAKER TINWARE MFG. CO., 32-34 Bank St., Philadelphia



#### "ANCHOR" SINK

### TOILET BRUSHES

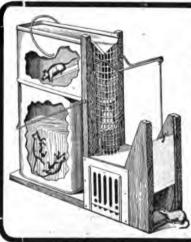
(WIRE OR WOOD HANDLES)

Most Sanitary Brush on the market, as they are made without the use of PITCH, CEMENT or soldering the tin ferrules. The brush that can be cleaned in boiling water without distributing itself all over the sink and down the Best selling 5c and 10c line. drain.

Send for Catalogue and Price List

PHILIP FOGARTY & CO.

229 Miller Ave., Brooklyn, N. Y.



#### The Mouse Trap That Catches Mice Catches Customers=

Ever have a mouse trap to offer to your trade that really catches the mice?

Here's one, the "Capito"—an imported trap.

It makes sales because it catches mice—works automatically, keeps odor from arising, and needs no rebuiting.

It sells itsel' because it needs only display to make the sale.

Send for Sample dozen.

CAPITO MOUSE TRAP CO. 116 Nassau Street, New York City



# Mop

#### RINGERS STILL IN THE LEAD

No other MOP WRINGER on the market its equal. It is the most PRACTICAL and SIMPLEST offered. We court a wringing test, after which you will be convinced. Show it to your customers and they'll understand the tremendous advantages it has over the ordinary ones. We make them in three stees: DOMESTIC for household use, STANDARD for general use, and JANITORS for OFFICE and PUBLIC BUILDINGS.

Also manufacturers of the OHIO DETACHABLE MOPS and REX DISH MOPS.

EAGLE COOPERAGE WORKS

Circleville Ohio



#### "BULLARD'S" **IMPROVED** CARPET



This carpet stretcher is compact, always ready for use, and the most practical article made for stretching carpets. It is the cheapest on the market, showing large profits to dealers when retailed at 50 cents. It is selling in large quantities, and gives the utmost satisfaction to cus-

Another of our strong lines of "Useful Specialties" is the Gravity Broom Holder, illustrated on the right. Write for Price List and Descriptive Matter.

GEORGE S. KNAPP.

Bridgeport, Conn.

Manufacturer of Hardware Specialties







## O. LINDEMANN & CO.

Bird Cages and Cage Sundries

35-37 WOOSTER STREET.

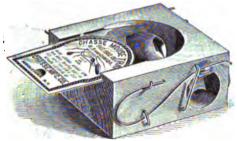
Catalogs furnished to the trade only.





**NEW YORK** 





Ready to Bait

## The Chasse Mouse Trap

IS EASIER TO BAIT AND SET THAN ANY OLD STYLE TRAP. EASY SELLER.

Write for Prices to your Jobber or

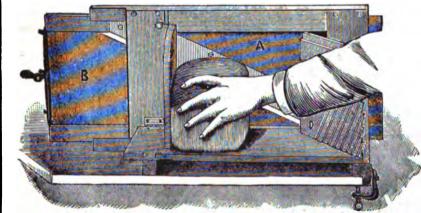
CHASSE MFG. CO.

**57 VESEY STREET** 

NEW YORK CITY



Mouse is Caught



For Catting Bread, Meats, Fruit, Vegetables, Etc., to Any Desired Thickness

## Acme Slicer

## In General Use for More Than 25 Years

This machine is so simple that a child can operate it. The great perfection of its work and facility of operation has brought it into general use.

Write for Prices

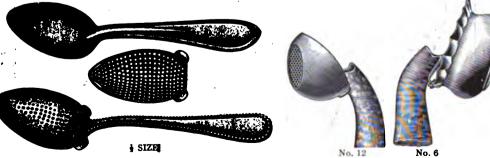
24 MECHANIC ST., NEWARK, N. J.

#### Economy Spoon Tea Maker

C. K. Hutchins, Buffalo, N. Y., Western Distributer

#### **Dripless Tea Strainer**

#### **Burnt Bread and** Cake Scraper



Our New Catalogue and Practical Kitchen Article and the usual waste, and will pay for itself in two weeks Kitchen Utenzila. A HOT SELLER.

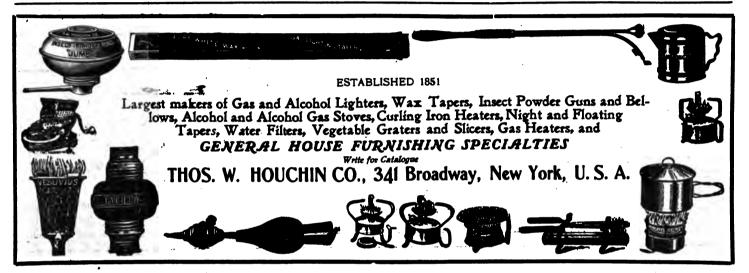
AMERICAN MFG. CO., WEST CHESHIRE, CONN.

E. S. Pease, 5 Beekman St., New York

Used for Scraping off the burnt parts of bread and cake.







130 and 132 West 42d Street New York

# LEWIS \* & CONGER

IMPORTERS AND JOBBERS OF

## House Furnishing Goods





#### TOWEL RACK AND NOVELTY MFG. CO.

ESTABLISHED 1875



Of all descriptions, manufactured in best manner. Sell at popular prices. Send for latest illustrated catalogue and prices.



Salesroom and Factory: Auburn, R. I.

New York Office: W. A. STOKES & CO., 30 WARREN STREET.



#### NO MORE STRONG BUTTER

T lb., per doz., \$2.35 4 lbs., per doz., \$5.75 2 lbs., per doz., 3.50 5 6.25 3 10.00 10 lbs., per doz., \$11.00

MADE IN ROUND OR SQUARE JARS

Carter Patent Glass Butter Jars J. J. CARTER, - NEWARK, N. J.



These cuts represent the "PATENT LEADER," sink broom, sise "HAWDY LEADER," made of bristles. Staple articles, retail at five and ten cents. We also manufacture other styles retailing at ten and twenty cents. HOUSE FURNISHING AND HARDWARE SIORES should give this advertisement their attention.

Write for catalogue and price-lists to



CHAS. PLUNKETT

205 Duane St., New York



## LOOKING GLASSES OF EVERY DESCRIPTION

Looking Glass Plates, Plain or Bevelled Edge Polished Plate Glass Shelves Re-silvering Hand and Toilet Mirrors Bevelling Trade House Furnishing Specialty Mirrors for the

SOUWEINE MFG. CO.

122 Centre Street

**NEW YORK CITY** 

#### EGG BEATER E CYCLON **MAYONNAISE MIXER** CREAM WHIPPER



TO DEALERS: Look for this ad in Associated Sunday Magazines, Good Housekeeping, Christian Herald, Ladies' Home Journal.

> Beats Eggs in 1 Minute. Mixes Mayonnaise Dressing in 5 Minutes, with ½ oil usually required. Beats Cream in ½ time any Beater made.

> We will send you our Catalogue on request, illustrating our "Bird" Tack Hammer, None Such Can Opener and our other lines.

> > MADE BY

"The Browne Line From Kingston"

G. BROWNE MFG. CO., HINGSTON, N. Y.

#### THE STAMP OF DURABILITY



## 200 FEET FROM BROADWAY

(and from our present place)

Corner Spring and Crosby Sts., New York

## Our New and Permanent Home

After February 1st

We gratefully appreciate the confidence shown us in the past, and invite all our friends and customers, as well as the trade in general, to give us an early call, in our new place of business.

Our motto has ever been, and will remain

Best Quality Fair Dealing

## ROTHSCHILD, MEYERS @ CO.

Now No. 524-528 Broadway (Corner Spring St.) New York

#### U. S. Patent Granted November 1, 1907

German Patent



## PYROLITE



English Patent

Trade Na

## Non-Leak Gas Welding Process

NO SEAMS AND NO RIVETS

The only Seamless
Pure Aluminum
Non-rust Hinges



Non-leak Seamless Sponts

Body and Spout without seams

The patented Pyrolite Gas Welding Process is distinctly different from Electric Welding. GAS WELDING produces a Seamless Non-leak Spout or lip, and there are no seams to cover with enamel.

A possibility with Seamed Spouts



Non-leak Pyrolite Spouts cannot leak



Non-failing Covers Non-Leak

Nectar Coffee Makers

## PURITY AND DURABILITY ABSOLUTELY GUARANTEED

FACTORYEESTABLISHED 1869

OPEN STOCK AT NEW YORK



A New and Novel Coffee Maker Quick Seller

For January and February special sales of white ware, to add snap and ginger for early 1908 business, write us for Special Sale popositions No. 1 to 6 to retail at 10c, 15c, 25c, 39c, 49c and 69c.

A good margin of Profit to Dealer and Great Values for the Consumer

## LEFFLER & THIELE

47 MURRAY ST. - - NEW YORK

After February 1st, 1908, corner Spring and Crosby Sts. More commodious and convenient sales room and office.

. . . .



THE AVERY STAMPING CO.

# STEEL SPIDERS GRIDDLES KETTLES

Cooking Utensils that do not warp, scorch or burn, nor spoil food . . . .

The genuine branded "NEVER-BREAK"

Cleveland, Ohio

Exclusive Manufacturers

## OSBORN MFG CO.



The Original Inventors and Manufacturers of

"OSBORN"



Bright Metal Cages

New and Beautiful Designs Just Out
We also manufacture Brass and
Bronze Show Stands for Fancy Goods.
Catalogue mailed free.

669-685 HUDSON STREET. Cor. 14th Street, NEW YORK.

ARE YOU LOOKING FOR QUALITY?



## A. L. TRIBBLE CO.

MANITE ACTION DE OF

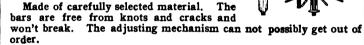
Clothes Lines, Mops, Twines, Etc.
"IXL," "Non-Stretchable," "Puritan"
Hand Laid Cotton Clothes Lines
Plymouth Rock Sash Cord

BOSTON
110 State St.
NEW YORK
176 Church St.
CHICAGO
35 River St.

WRITE FOR PRICES

## Then you will be interested in the Leader Clothes Dryer

(ADIUSTABLE)



ITS FINISH AND FREEDOM FROM DEFECTS MAKE IT AN EASY SELLER, AND IT MAKES PLEASED CUSTOMERS BY OUTLASTING THREE OF THE OTHER KIND.

Sample Sent on Request to Responsible Dealers

Gem Manufacturing Co.,

North Girard, Pa.

LEADER



"THE HIGHEST GRADE THAT CAN BE MADE"



## ADAMS' BRUSHES

For House Furnishing Trade

MANUFACTURED BY

## J. J. ADAMS @ CO.

124 to 132 GREENPOINT AVENUE BROOKLYN BOROUGH NEW YORK CITY







The Recognized Organ of the House Furnishing Goods Trade

Vol.

RE

P

R O P

0

SIT



...Made by...

THE SNOW FLAKE MFG. CO.

225 FIFTH AVE., NEW YORK CITY

It does the work and does it well, with one-third the ice used in the tub variety.

It is sanitary. Easy to turn. Fits in the ordinary ice box. Easy to clean. Easy to store.

Profitable for the dealer. Made in four sizes—1-qt., 2-qt., 3-qt., 4-qt.

CATALOGUE SENT UPON REQUEST:

#### FEBRUARY. 1908

TRADE MAGAZINE ASSOCIATION 59-61 PARK PLACE NEW YORK

Digitized by Google

No.

for every DEALER to examine

## OUR LARGE LINE

of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishes, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc.

**FOR** 1908 **BUSINESS** 

WALKER'S QUICKEST.

We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements.

> Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.

ERIE SPECIALTY CO.

ERIE, PENN'A, U. S. A.



## **'Better Than Need Be" Goods**

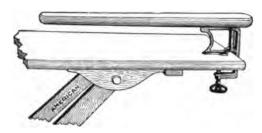
#### **-**Surprising Prices-

ICE PICKS-16 styles. Needle pointed, highly tempered; pick points are ground, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS-8 styles, made of tempered steel. LEMON SQUEEZERS-of the Highest Grade, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS tempered steel blades. ICE PLANES-with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

> Catalog for the Asking. THE GILCHRIST COMPANY

NEWARK, N. J.

## NOW IS THE TIME Wood Goods of Quality



#### YANKEE NOTION SLEEVE BOARD

The handsomest ever offered. Metal parts of unbreakable malleable iron. Even the thread of the thumbscrew is machine cut-not cast iron. That's just one example of the kind of finish you will find in all our goods.

ASK FOR CATALOGUE

## AMERICAN MEG. & NOVELTY COMPANY

ERIE, PA.

Household Woodenware and Ladders

MR. BUYER —It's a feather in your cap every time you add a new, fast selling item to your Dept.



## Sanitary Sink Strainer

WILL PROVE A

#### BRIGHT RED PLUME

Our reduced price for 1908 gives you a better profit twice over than any other strainer for sinks procurable.

THEY'RE MADE TO OUTWEAR, NOT WEAR OUT

### The PRITCHARD-STRONG CO.

27 Circle Street, Rochester, N. Y.

Digitized by



## G. M. THURNAUER & BROTHER



35-37 Park Place New York

WITH THE

MOST
COMPLETE
LINES

OF



# Imported House Furnishing Goods WILL REMOVE

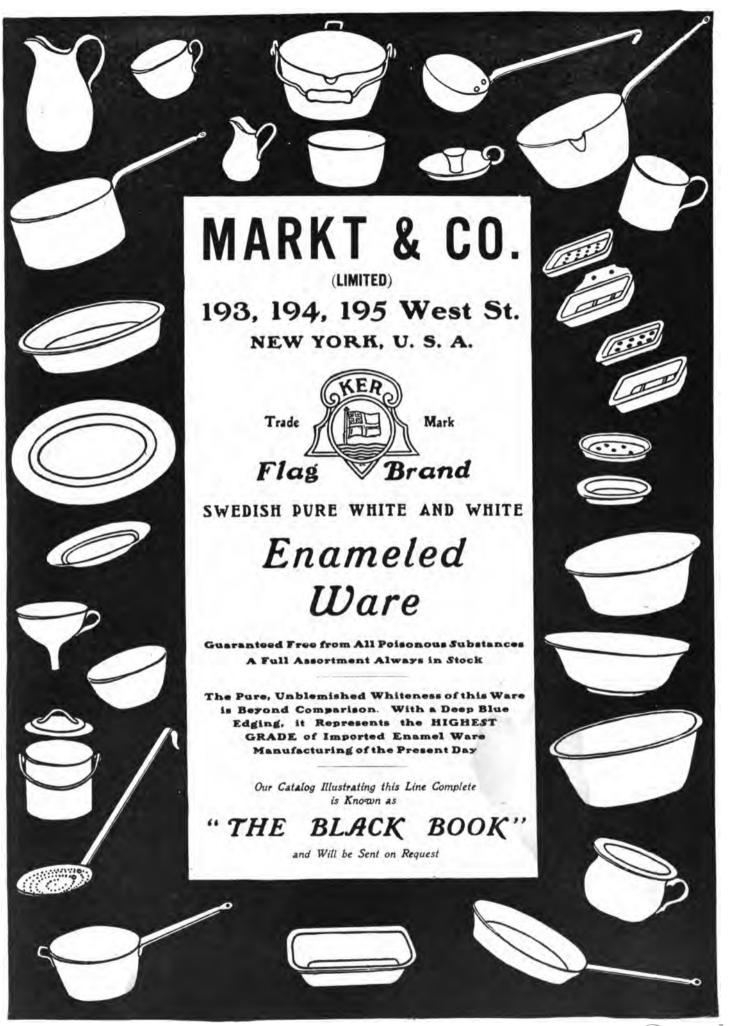
**ABOUT** 

February 1st, 1908, to their New Quarters

83-85 WORTH STREET

Near Broadway

**NEW YORK** 





## The WHITE MOUNTAIN FREEZER

Is the result of over thirty years of constant endeavor to make the **BEST** ice cream freezer.

## The WHITE MOUNTAIN FREEZER

Is the best selling freezer on the market. It is giving constant satisfaction in many hundred thousand homes. You make no mistake if you stock

## The WHITE MOUNTAIN FREEZER

Made in NASHUA N H R

The White Mountain Freezer Company

Manufacturers of Freezer Perfection



Makes Delicious Coffee of Unvarying Quality

The Coffee-Machine that can be relied upon
The Coffee-Machine that never fails to satisfy
The Coffee-Machine that requires no skill;
The Coffee-Machine that distills instead of boils.
Our booklet tells all about it. Want it?

## S. STERNAU & COMPANY,

Makers of Sternauware,

Fancy Teakettles, Chafing-dishes and their Accessories, Smoking Sets, Alcohol-stoves, Coffee and Tea Pots, Candlesticks, Trays, Baking-dishes, etc.

BROADWAY, CORNER PARK PLACE,

Opposite Post-office

Office and Factory
195 PLYMOUTH STREET
BROOKLYN, N. Y.

Note-We make high-grade Bathroom Fixtures, also.



# SAVORY ROASTER SALES

Last Season Were

## Fifty Per Cent Greater

Than the Preceding Year.

This GUARANTEE TAG attached to every Savory Roaster had a lot to do with it.

## GUARANTEE

...THIS...

## SAVORY ROASTER

is Guaranteed to give its Buyer Perfect Satisfaction.

TAKE IT HOME.

USE IT REPEATEDLY

Follow directions to the letter.

then if, for any reason whatever, you are not absolutely and perfectly satisfied with it, return it any time within thirty days and get your money back.



The Savory Roaster is becoming so well known that people are buying them at all seasons of the year. You can sell more than half as many during the Spring and Summer as you sell through the Fall.

The Savory Roaster has that rare quality of pleasing every purchaser. There is plenty of both satisfaction and profit for you in selling Savory Roasters.

Orders booked now for delivery any time this year.

MANUFACTURED BY

## THE REPUBLIC METALWARE CO.

BUFFALO.

CHICAGO.

NEW YORK.

SOLD BY ALL JOBBERS.

# 33-45 23-28

HERE is nothing mysterious about these figures; they simply signify that a new line of High Grade Brass Bath Room Fixtures that can be retailed at from 25c to \$1.00 are illustrated in our Latest Catalog on pages 33 to 45. The Copper, Brass and Tin kettles are shown on pages 23 to 28. There is more to say, but we would rather mail you our Catalog No. 6, which speaks for itself. May we send you one with discount sheet?



The H. & H. Manufacturing Co.

550-562 W. 25th Street, New York City.



# THIRD ANNUAL House Furnishing Goods Show Grand Central Palace



All Buyers are cordially invited to attend. See Page 51 for Special R. R. Rates.

Manufacturers who have not obtained space should make application to-day.

A Business Show for Business People

## House Furnishing Goods Show

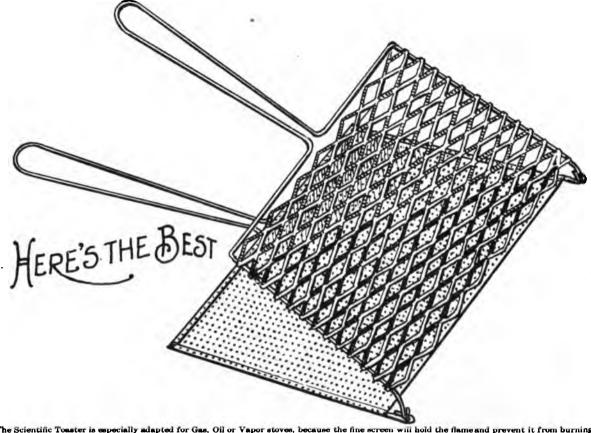
I. B. SCOTT, Manager

59 Park Place, New York City

Digitized by Google

## THE SCIENTIFIC TOASTER

FOR TOASTING BREAD OR BROILING OYSTERS OR CLAMS ADAPTED FOR GAS, OIL, VAPOR OR COAL STOVES



The Scientific Toaster is especially adapted for Gas, Oil or Vapor stoves, because the fine screen will hold the flame and prevent it from burning the bread or other articles, a fault with some toasters. It will toast quickly and evenly, makes a crisp coating, and leaves the toast that delicious flavor which is ruined by overheating or burning.

Quick Seller and Big Return Order Getter. Ketalis at I wenty-Five Cents.

## CHI-NEE CLOTHES SPRINKLER

The Scientific Broiler

Fills Through the Cork Handle



Holds a Pint of Water

Saves Time, Labor and Wet Hands. It sprinkles clothes evenly and neatly. Is strong and durable, and will last a long time. Every lady is interested in it.

Great Seller, Retails at FIFTEEN CENTS.

Electric Fly Killer

S. S. C. Match Lighter



The very latest and best device for killing Flies, Ants, Roaches, Water Bugs, Etc. Lasta whole season and is cheaper and cleaner than any form of fly paper Retails at FIVE CENTS



Made of Metal. Lights any match. Neat and ornamental. Very handy where Gas Stoves are used.



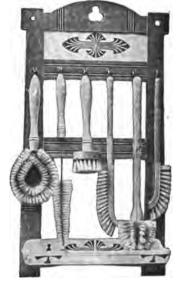
Companion of the Scientific Toaster
Retails at
TWENTY-FIVE CENTS

Our Goods are put up in straw board boxes, neatly labeled. We furnish Display Cards and Advertising Matter

## SYRACUSE STAMPING COMPANY

Samples and Prices upon request.

114 So. Baker Street, Syracuse, N. Y.



# «Kleinau & Koch»

(INCORPORATED)

Importers of Kitchen and Housefurnishing Goods

22 Fifth Avenue

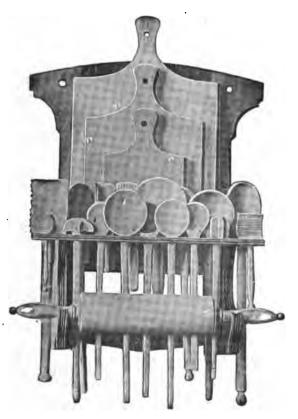
Chicago, Illinois

#### The Largest and Finest Line in the World.

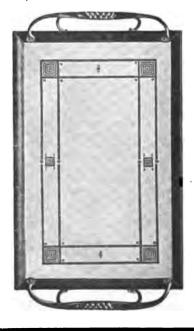
We are the sole American agents of the famous woodenware factory of Arthur Faber, Bietigham, Germany, the largest manufacturers of high-grade woodenware in the world.

The mater al and finish of the Faber line is superior to that of any other, either domestic or imported. The prices laid down in this country are such that we compete successfully with any line of woodenware sold in the United States. From the smallest beechwood kitchen utensil to the most elaborate mahogany serving tray each piece is as near perfection in material and workmanship as human skill can make it.

We carry a complete stock of over 1000 different articles in woodenware and make prompt deliveries.



## QUALITY at the RIGHT PRICE



## SHELF LACE

(IMPORTED)

If you have not seen this beautiful line ask us for our 900 Original Pattern Book. It is the line that gets trade to your shelf paper section, for the price is right.

We furnish display signs and nickel-plated display stands, an ornament to any store. Prompt delivery.

YYY

Do Not Fail to Write Us To-day

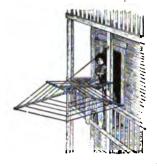


### SUPERIOR CLOTHES DRYERS

The only practical device ever invented for drying clothes from a Window, Balcony or Veranda.

These Dryers save much pace, time and labor; prevent the stealing or soiling of clothes and insure perfect drying. As modern requirements have long demanded dryers of this kind, and as these are the only ones that fill successfully all the requirements, they do not have to wait for a demand to be created.

They are put up as easily as a rope, and will not deface or injure the building.

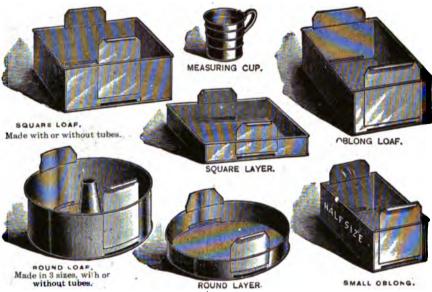


The Only Successful, Practical and Durable Cake Molds Made are

## The Van Deusen Cake Molds

## They Require No Greasing

because they have openings covered with slides, through which a knife is inserted and the cake loosened, as easy as from the loose bot- Made with or without tubes. tom pans, and being made solid, they will not get out of order and leak batter, as the loose bottom pans They possess every advantage claimed by any other make and are far more practical and durable.



Thousands in
Daily Use.
Your Customers
Are Included
In This List

and we would refer you to such for a verdict as to their merits as compared with any other make, And while they possess more real merit, and give better satisfaction, my prices will enable you to sell them cheaper than any other make of the same quality of tin.

We have demonstrated and sold these useful household articles in many sections, and in every case perfect satisfaction has resulted from our efforts. We know there are many dealers in house furnishing goods who have not yet put our goods in stock and we have a **SPECIAL OFFER** to make that no dealer claiming to be in any way up-to-date can turn down. Send a postal NOW—to-day, and let us send you particulars.



#### Superior Skimming Spoon

The first practical Skimmer ever placed on the market for removing the scum from foods while boiling. It is appreciated by all coops and therefore SELLS AT SIGHT.



#### The Only One that will Please all your Customers.

It is made to answer the purpose of the opposers. One side is made of wire like the ordinary popper, to be used when the corn is preferred popped dry, as in the wire popper. The other side is made of smooth steel, to be used when the corn is preferred popped in the seasoning (like grandma popped it in the kettle).



For dipping cream from milk bottles. Will be welcomed by the many who wish milk delivered in bottles, and at the same time want to save the cream.

NO DEALER CAN AFFORD TO MISS THESE

"CHAPMAN" SPECIALTIES OFFER BIG OPPORTUNITIES FOR MAKING MONEY
House Furnishing Dealers Write To-Day For Prices and Particulars

Manufactured by

C. A. CHAPMAN, GENEVA, N. Y.

## ARGAND GAS APPLIANCES



#### MR. BUYER:

Write us for prices and description of our Gas Hot Plates. Several styles and very interesting prices. Come quick; we want to get acquainted with your firm's bank account.

## Albany Foundry Co., Albany, N. Y.

## THE UDELL WORKS

INDIANAPOLIS, IND. -



UNIQUE STEP LADDER

The best ladder for the money in the world.

Manufacturers of

**Better Goods** 

AI

Better Prices
Housefurnishings
Woodenware
Step, Extension

and

Long Ladders

We want to send you our Catalogs.

A postal will bring them.



PEERLESS CARD TABLE

The most popular card table ever made.

Eastern Representatives: W. A. STOKES & CO., No. 30 Warren St., New York, N. Y.



## ATTENTION!!

Dealers, have you placed an order for

## DEVAUX" 🕸

Sanitary-Metallic

## REFRIGERATORS



Without Vegetable Chamber.

Made entirely of Galvanized Steel. Cylindrical in shape—with or without separate compartment for fruit and vegetables. Has REVOLVING, AD-JUSTABLE SHELVES.

Easily cleaned, as all parts are removable, and there are no corners to accumulate dirt and breed dis-

Finished in White Enamel inside and Imitation Oak outside.

WRITE AT ONCE FOR CATALOG AND PRICES

## HOME METALLIC REFRIGERATOR CO.

ALBERT LEA, MINN.

Eastern Office and Warehouse 93 Reade Street, NEW YORK











**BUY YOUR REFRIGERATORS NOW!** 

DELAYS ARE ALWAYS DANGEROUS!

If you wait much longer, your competitor may secure the Baldwin Agency.

#### REFRIGERATORS

are built in 150 different styles and sizes, of the best materials, and splendidly finished. High-grade goods, to suit all classes of trade, and including everything from fine soft wood, zinc-lined refrigerators to those of solid oak, with Opalite Glass and Porcelain or Enamelel Steel Linings.



You will never go

astray if you follow the

"DRY AIR" Star.

**BALDWIN "DRY AIR"** Positive "DRY AIR" circulation. Handsomely proportioned sizes.

Beautiful designs. Best of Workmanship. Special Lever Wedge Locks.

Large variety-150 styles.

**ADVANTAGES** Air tight shelves. Air tight traps. Tinned wire shelves in Opalite and Porcelain styles. Strong, easy running Casters.

Low Temperature.

Mark this! It's quality that has made the name which this mark marks!

And a Good Name for Over 35 Years!

Please write us for the higgest and best refrigerator Catalogue printed this year.

THE BALDWIN REFRIGERATOR COMPANY, Burlington, Vermont

HARRY E. STURTEVANT, Metropolittan Agent, 18 Warren Street, N. Y. City. C. H. SMITH, Lower California. 707 West 23d Street, Los Angeles, Cal. W. P. HORN & CO., Northern California, 138 Front Street, San Francisco, Cal.



#### The Demand is for=

# BISSELLS



Largest and only exclusive manufacturers of carpet sweepers in the world.

WHEN you have created a demand for your product, I will buy it. not before; I have neither time nor inclination to push a commodity that is little known, that has not established a reputation for itself, and for which there is no demand."

Dealer.

The foregoing expresses sound judgment, and voices the sentiment of the best and most discriminating buyers to-day. The day is passed when goods can be sold by simply making broad claims for them, claims that are not supported by mechanical merit, reputation, or actual demand.

Who doubts that the demand to-day is for the Bissell Sweeper? In every, country on the globe where carpets and rugs are used, the Bissell is the recognized leader, and being sold under a sound policy of price maintenance, always pays the dealer a good profit.

Write for our Spring Offer

Bissell Carpet Sweeper Co. GRAND RAPIDS, MICH.

## OPALITE GLASS LINED REFRIGERATORS



Positively Sanitary—Easily Cleaned. The "Neptune Insulation" used in these Refrigerators is the best non-conductor of heat known.

Extra heavy doors, metal ice racks, steel wire mesh shelves, removable waste pipe, round corners and cabinet finish are only a few of the notable features of the "Opalite."

ASK FOR CATALOG OF FULL LINE

Manufactured by

## COOPER & McKEE

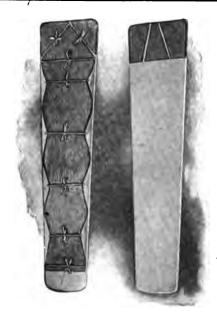
113, 115, 117, 119, 121 Lorimer Street 146, 148, 150, 152, 154 Middleton Street

Office

119 Lorimer Street

Brooklyn, N. Y.,

U. S. A.



### OUR ADJUSTABLE IRONING BOARD PADS

are made of the best quality of stout muslin, enveloping a thick layer of soft felt, making the **best possible ironing surface**. They are easily **adjusted** to boards of any style or shape. When the top surface is soiled the pad may be **reversed**, or the felt withdrawn, and cover washed.

Geo. W. Johnston, 341 Broadway, New York, representing Philadelphia, New York City and New England States.

### **ASBESTOS TABLE MATS**

GUARANTEED TO PROTECT THE DINING TABLE. HEAT-PROOF AND WATER-PROOF



Made to cover the entire table top. Fold into small compact size. Extend to length of any table. Detachable and washable covers.

ALSO ROUND AND OVAL PLATTER MATS, SIX SIZES

Write for Samples, Circulars and Prices

CHICAGO ASBESTOS TABLE MAT CO. 760 WEST LAKE STREET, CHICAGO, ILL.

## OUR PERFECTION IRON HOLDERS

Are the best on the market. They are made of a thick felt pad inclosed in a strong flannel cover, treated with a chemical solution which makes them

**HEAT-PROOF** 





#### GOODS MANUFACTURED THE CENTRAL STAMPING CO.

24 CLIFF STREET, NEW YORK CITY, and NEWARK, N. J.

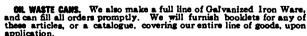


Besides "STERLING-ALUMINUM ENAMELED WARE" we manufacture the following full Lines of Goods: Deep Stamped Ware, Shallow Stamped Ware, Trimmings, Metallic Sieves, Spoons, Japanned Ware, Extra Heavy Japanned Ware, Tea Trays, Common Pieced Ware, "U. S." Pieced Ware, Heavy Polished Pieced Ware, Planished Ware, Britannia Ware, Copper and Brass Ware Goods, Nickel and Plated Ware, Milk Kettles and Dairy Supplies, Sheet Iron Ware, Galvanised Iron Ware.

#### Our New Tin Ware is the Heavy Sort PURITAN WARE—Send for Catalogue

CSAL HODS. We wish to call your special attention to our New "Columbia" Coal Hod, which has a deep foot, large wire at top and made of heavy material, which makes it a great seller. We also make our high-grade goods, the "Central" Coal Hods, which are still beavier goods, and are made for the best class of trade. We make all these goods in sizes 15, 16, 17 and 18 inches, Open and Funnel, Black and Galvanized, and Black ornamented. On the "Central" Coal Hod we furnish the Spiral Handle on Bails.

ASH AND SARBASE CAMS. We have a large and complete line of all grades. The "Giant" is unsurpassed as to strength and durability, to which we call your notice.





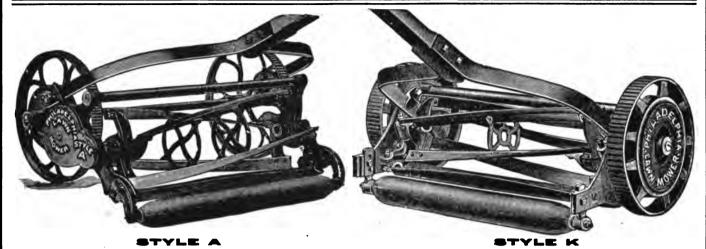








## GENUINE PHILADELPHIA LAWN MOWER



17 Styles Hand and 5 of Horse Mowers. 3 to 8 Blades, 61 to 12-inch Wheels
THE LARGEST LINE OF HIGH-GRADE MOWERS MADE.
SOME ARE ADAPTED TO ALL MARKETS OF THE WORLD

### The Philadelphia Lawn Mower Company

3101 to 3109 CHESTNUT STREET, PHILADELPHIA, PA., U. S. A.

London Warehouse, 14 and 16 Scrutton St., Finsbury, E. C. New York Salesroom, 18 Warren St. H. E. Sturtevant, Mgr

## Nichthauser @ Levy

Office and Salesrooms: Java and Provost Sts., Brooklyn, N. Y.

MANUFACTURERS OF



Tin Ware, Japanned Ware, Galvanized Iron Ware and Oil Cooking Stoves

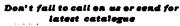
As well as

HOUSE FURNISHING SPECIALTIES THAT SELL ON SIGHT

We make Cake Closets and Roll Top Bread and Cake Boxes in Assorted Colors

























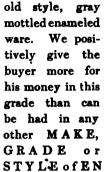
The well and favorably known

'Blue and White"











ized enameled ware is the most attractive ware on the market without exception. It is a most beautiful color, very durable and an easy rapid seller at a POPULAR PRICE.











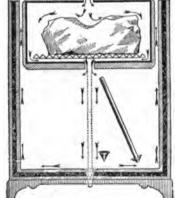
Write us NOW for New 1908 Catalogue and Revised Price List

Pull Lines of Both Wares, Best Designs Manufactured by

Star  $\bigstar$  Enameling and Stamping Co.



# Best Refrigerater Quality Means Alaska Quality



Our plant, constructed expressly for the manufacture of refrigerators, equipped with the most modern machinery in the market, is one of the most complete plants of its kind in the country.





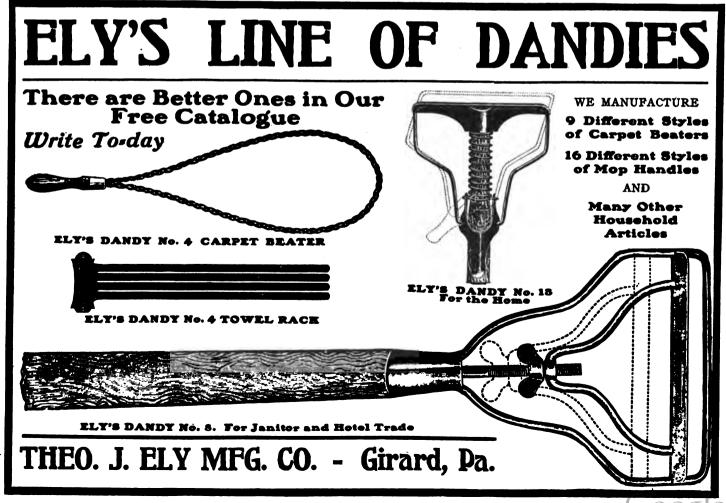
produce a maximum of cold air with a minimum consumption of ice. They preserve food perfectly, and are absolutely sanitary. The cross sectional cut above shows the Alaska system of circulation, the most simple and at the same time the most-efficient system in use.

ASK FOR COMPLETE CATALOGUE

ALASKA REFRIGERATOR CO., MUSKEGON, MICH.

L. E. MOON, Eastern Manager. 35 Warren St., N. Y.





## FREEZERS

THAT SELL

THEY ARE
Well Advertised
In Demand
Easily Sold
Satisfactory in Use
Of Known Reputation





THEY EXCEL IN Easy Running

Quick Preezing Economy Convenience



THEY
ARE SOLD
BY LEADING
JOBBERS
EVERYWHERE

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book; illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U. S. A.











### JUST A HINT

These illustrations are only a few of the many good values in the

#### Wise Buyers' Line

We manufacture a large variety of

Exclusive Designs in Bath-room Accessories, Moulding Hooks, Metal Rules and Squares, Cleavers and Mincine Knives

It will pay to get our Catalogue before purchasing elsewhere











## Manningwman

### Alcohol Gas Stove

(For Denatured Alcohol)



In Use with Chafing-Dish

**Absolutely** Non-**Explosive** 

No. 303-76 Alcohol Gas Chafing Dish The possibilities of chafing-dish cookery

have been doubled by the Manning-Bowman Alcohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering flame at a torch.

Sufficiently powerful for the preparation of a substantial meal, independently of the kitchen range. See list of acces sories below:

Chafing-Dish

Waiter Tea Pot

Toa Kottlo

Flagon

Toaster

Cutlet Dish!

Plate Warmer (pure luminum with lifter)

"Meteor" Coffee Percolator -

**Patents** Pending

No. 76. Nickel Plated. Single Burner

No. 77. Same Style Double Burner

"METEOR"

Circulating Coffee Percolators

CHAFING DISHES with "Ivory" Enameled Food Pan

Baking Dishes, Tea Ware, Hotel Ware,

Room Furnishings, Etc., Bath

NEW CATALOGUE No. 53 SENT ON REQUEST

MANNING-BOWMAN & CO., Meriden, Conn.

**NEW YORK** 

**CHICAGO** 

SAN FRANCISCO

### AN INVITATION

We extend to you a special invitation to visit our salesrooms at 736 Broadway. It is of much importance that this visit be made before placing orders for enameled or galvanized ware. Our line is the most complete on the market and our prices are the kind that make good dealers profits possible.

#### IF YOU ARE NOT COMING TO NEW YORK



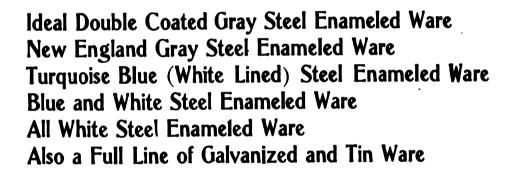




















Full Line of Samples Displayed

## The New England

Factories: MIDDLETOWN. CONN.



H. GINSBURG
736 Broadway

## TO VISITING BUYERS

Another matter of much importance to you is our ability to make prompt deliveries. We have continued to run our factories day and night through the recent period of depression because of our confidence in the ultimate resumption of good business conditions. As a result our warerooms are well filled and your orders will be filled without the delay you are sure to encounter if you order elsewhere.

WE URGE THAT YOU WRITE US AT ONCE.









We call particular attention of the trade to our prices on GALVANIZED Ware.

We are the only manufacturers not members of the Metal-ware Association, nor are we a party to any trade agreements.









at Our New York Sales Room.

## Enameling Co., Inc.

AND PORTLAND. CONN.

Selling Agent New York City



## "BENGALIA"

## Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!

Can be adapted to any ordinary D collar lamp.

Unaffected by wind.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price

\$4.00 Complete

Liberal
Discount
to Dealers



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

No Danger

Non-Explosive

One live dealer wanted in every town to handle our specialties.

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agent for the KEROSENE INCANDESCENT BURNER.

# G. COHN & COMPANY 337 BROADWAY

NEW YORK





## Step te

Some goods are hard to sell—hang around too long for profit—take the place of goods that sell easy on demonstration.

Then other goods in the same line sell on sight. Take carpet sweepers—Nationals sell easy. A National sweeper lends itself to demonstration. Any salesman can see things to talk about. He can't help but see points that interest.

He doesn't have to stammer and mumble a lot of generalities or technicalities that means nothing to the woman who wants to know—He can say:

"See this! That keeps the sweeper from tipping

and spilling dust."

'See that! That prevents threads from breaking. Handle lasts as long as the sweeper—no trouble.'

"See how easy to remove brush—yet how firm it is fixed in place.

"That's a genuine Hankow Chinese bristle brush. Can't be made better,'

"Look at the fine finish."

"Yes, Nationals wear well. They run easy. The Roller Bearings are responsible for that

THE TRIPLE MEDAL LINE Awarded Grand Prize and two Gold Medals at St. Louis Exposition.



There's no end of talking points with a National sweeper.

Best of it is they make good on any point.

"There's something new in sweepers."

98 WARREN STREET, NEWARK, N. J.



Every J-M ASBESTOS TABLE COVER You Sell---Sells Others

J-M ASBESTOS TABLE COVER and she will be so well pleased with it that she will bring in her friends for one.

We are the oldest and largest manufacturers of asbestos goods in the country. For over half a century our goods have been looked upon as the standard.

If you wish to build up a profitable and permanent business in Asbestos Table Covers and Luncheon Mats.

WRITE NEAREST BRANCH FOR SAMPLES AND PRICES.

#### H. W. JOHNS-MANVILLE CO.

Manufacturers of Asbestos and Magnesia Products Asbestos Roofings, Packings, Electrical Supplies, Etc.



NEW YORK MILWAUKEE SHICAGO BOSTON PHILADELPHIA

PITTSBURG CLEVELAND BUFFALO BALTIMORE NEW ORLEANS MINNEAPOLIS SAN FRANCISCO LOS ANGELES SEATTLE DALLAS LONDON

## Big Profits For You



#### 500.000 Already Sold

in the U. S. and Foreign Countries. They go quick at the price.

#### 25c. RETAIL

The simplest and most practical of any Eye Clip on the

market.

Takes out the eyes quick as a wink. Saves fruit and saves bother.

Made entirely of Steel. handsomely nickeled.



Every dozen mounted on an attractive double display card

Liberal Discounts to the Trade. HARVEY MANUFACTURING CO., 548 Granite Bidé. ROCHESTER, N. Y.



## IF YOU WANT TO BE SHOWN

Just look at these details of construction—the CORE, with its broad base, giving a wide, smooth, highly polished ironing surface; at the PATENT LOCK ATTACHMENT. which is easily adjusted, and always holds fast and tight, never works loose, never rattles while in use, and holds the core as firm as the Rock of Gibralter, and at the IRON, LOCKED, READY FOR USE! looks nice, and has every possible trade winning quality. Beautifully nickel plated, highly polished, and a comfortable handle, giving a cool, comfortable grip that makes ironing a pleasure.

#### Can You Boat It?

## REMEMBER! PATENT SAD IRONS



are made to please your trade. Their improvements are so radical that they are instantly observed and appreciated by every woman who sees them. Their beauty of construction and finish pleases the eye. As to their durability and labor saving features, you cannot promise too much. They will live up to every claim you can make for them. Patent Sad irons never disappoint. There are no comebacks. No repairs.

Note the new patent lock attachment on Patent Sad Irons. This is the most easily operated lock attachment on the market and is possessed by no other iron. It is snapped open or closed by a simple movement of the thumb and clutches the iron with a vise like grip that permits no loosening or vibration while in use.

#### SEVEN KINDS OF

OUR BOOKLET, with kinds of Sad Iron Sets we Winners, is sure to interwrite for it TO-DAY. of the seven, and the other than these. Looking them Patent Sad Irons way on merit!

WRITE FOR OUR



**FAMILY SET A** 



**PERFECTION SET** 

They Always
Ono Sale To-Day Moans
Koep the Cenfidence of
the First in Your Town te

### PATENT SAD IRON

OFFICE AND

1444 Mulberry Street,

New York Office.

#### TRADE WINNERS

illustrations of the Seven make, all of them Trade est you. We want you to We show you below four three are, if possible, better over, do you wonder that are winning their Don't hesitate!

**BOOKLET TO-DAY** 



HOUSEHOLD SET B



LAUNDRY SET A A

Make Good!

Two Sales To-morrow! Your Customer hy Being Show these Goods.

## MANUFACTURING CO.

FACTORY
Reading, Pennsylvania
114 Fifth Ave., New York



#### WHERE WE MAKE PATENT SAD IRONS

Our factory may not look large in the picture, but every inch of space in it is devoted *exclusively* to the manufacture of Sad Irons. We are equipped to turn out large quantities of our product, and yet we are hard pressed to meet the constantly growing demand. We have installed the latest and best machinery obtainable, specially designed for our purposes. Every Sad Iron is carefully inspected and must be absolutely perfect before it is permitted to leave our factory. Because we manufacture our own goods, we are able to, *and do*, guarantee absolute satisfaction.

Seeing is Believing! Come and Inspect Our Plant Any Time!

## OUR LIBERAL PROPOSITION —————TO DEALERS———

You Take No Chances. We Guarantee Sale. No Risk. Good Profits for You.

We de net ask you to stock Patont Sad Irons, and take chances in selling thom. WE GUARANTEE THE SALE by taking back the geods and croditing you with them, at any time, if you become for any reason dissatisfied. That wo have the BEST PATENT SAD IROH PROPOSITION ON THE MARKET is proven by the fact that wo have clesed large contracts with many Big Department Steres and Supply Houses. You can put in a line fer a very small investment, they meve quickly, and yeur prefits are liberal. You take no risk, as we guarantee sale, as hefore stated. So den't delay! WRITE FOR OUR BOOKLET TO-DAY

You Get the Whelo Story in a Nutshell.

or 30 Years. The World's Standard Lalance & Grosjean Mfg. Co. BOSTON. NEW YORK, CHICAGO. **1520 Kinds Enameled** Cooking Utensils.



Vol. XXVIII

New York, February, 1908

No. 2

#### HOW TO COMPETE WITH LOW PRICED GOODS

The Problem of the House Furnishing Dealer Forced Into Competition With Variety Stores, and Some Solutions That May Prove Helpful



N ILLINOIS buyer of house furnishings writes us, "How can we combat the 5 and 10-cent stores in an establishment such as ours? We carry dry goods, carpets, cloaks and suits, men's and boys' clothing, shoes and house furnishings. We have a lopopulation of 15,000, and 10,000 more tributary to this city, our trade being principally with students and farmers, there being no manufacturing here what-

ever. We are thinking seriously of putting in a department devoted to the lines carried by the 5 and 10-cent stores of our city in order that people may become accustomed to thinking that they can buy all the small wares of us they can get at

the variety stores. We will appreciate any information you may see fit to give."

#### The Nature of the Problem

Discussing this matter with Mr. J. Lee Richards, a prominent buyer well known to the house-furnishing trade, and who until recently was managing two stores in Louisville, Ky., he said in part:

"My advice to your correspondent in regard to putting in a 5 and 10-cent department is, don't.

"The 5 and 10-cent store is not a competitor of the department store in any real sense, and it is absolutely impossible for a department store to carry such a department, for two reasons: The operating expenses are so high, and the profit on 5 and 10-cent goods so low, that such a department would have to be carried at a loss; another reason is, such goods cannot be sold in a basement. They must be in a location so accessible to the public that people can get them without trouble, for people wil not put themselves out in order to buy such low-priced articles; they will go where the goods are handiest.

The 5 and 10-cent store is an institution peculiar to itself, must be located on a prominent business thoroughfare, have plenty of window front, the

store must be well lighted, and the operating expenses must be cut down to as near zero as possible, if the store is to survive. The proprietor is usually boss, clerks, cashier and errand boy, and he must de everything himself until his trade grows to such proportions as to make it possible for him to hire a few helpers. Even then he can only afford to have one or two young ladies at a few dollars a week, for the variety store must sell an immense quantity of such low-priced articles in order to pay expenses and earn profits.

I would like to suggest that your correspondent put in a Dollar Limit Department. A good buyer will see the advantages of this plan at a glance. It enables him to sell articles for five and ten cents at cost, plus about 20 per cent., so that he can break even on such goods. He may even sell some such articles for four and nine cents, or below cost, in order to stimulate trade, and make up his losses on that end of his goods at 39, 49, 69, 89 and 99 cents. Buyers can get any quantity of goods that look high-class, appeal to bargain hunters, and create an immense demand, and yet will stand figures which represent a good profit. The department store can put more value into a Dollar Limit Department than the 5 and 10-cent stores can, and people will place more confidence in its goods. To my way of thinking, this is the best way to meet such competition.

"I may add a little experience I met with in a Southern city. Some years ago a 5 and 10-cent store announced that it would open the following Saturday in a store adjoining the department store where I was managing the house furnishings' department, and, of course, kept the curtains drawn before its show window. Whenever I passed by the new store I took pains to peep into the show window in order to get a line on what would be shown there on the opening day. Meanwhile, I reserved one of our largest windows for my own department for use on their opening day.

"The consequence was, ten minutes after the 5 and 10-cent store drew up its curtains, my own window was also thrown open to public view, and in it I had crockery ware, jardiniers, and other attractive goods that usually sold for 49 cents or more all priced at ten cents. Of course, the crowd came my way, and as I had diplomatically pushed the goods in the show window to the rear, and placed a strong line of goods at fair prices to the front of our Bargain Section, people forgot what they came downstairs to buy and bought for the most part the

goods that paid a profit. Of course, I gave to everybody who asked for them, the goods that were in the show-window at the prices advertised. Needless to say, the 5 and 10-cent store suffered a serious frost, and they have recently failed."

#### The Experience of an Indianapolis Buyer

Talking with another experienced buyer of house furnishing goods, Mr. I. Halpern, of the Pettis Dry Goods Company, Indianapolis, Ind., we discovered that his experience was practically the same as that of Mr. Richards. Mr. Halpern said in part:

"I tried out a 5 and 10-cent department and I put in an exceptionally good stock of 5 and 10-cent goods, but I couldn't do anything with it. I was forced to 'get from under' as soon as I could, and closed out my stock by marking it four and nine cents, and sold it to the people who came in our store from out of town for other goods.

"The 5 and 10-cent store is only possible when there are no incidental expenses in addition to the selling, such as advertising, deliveries and all that. A department store cannot afford to carry five and ten-cent goods, because they would have to deliver such goods, would have to advertise them, and maintain a costly force of sales people, so that the sale of such goods would have to reach immense proportions before any profit could be realized.

"As an indication of how costly such a department would be, consider the selling force alone. Let us suppose that every customer bought a tencent article. A hundred articles would bring in ten dollars, and to make as many sales as this, half a dozen clerks would be necessary. As their wages would amount to a dollar a day apiece, you can readily see how many sales would have to be made before there was any profit coming to the store. Besides this, these same six clerks could sell more expensive goods with the same amount of effort, and earn greater profits, so that there is no inducement for a department store to carry such a line.

"Another item of cost must be considered. No department store can afford to sell 'cheap' merchandise. Its trade is particular, and expects goods of the best quality and value. A 5 and 10-cent department would probably lose more trade for the store than it would create.

"We have two 5 and 10-cent stores within 200 (Concluded on page 32.)

#### INTERVIEWS ON DEPARTMENT BUILDING

How the Progressive House Furnishing Buyer Keeps His Stocks Fresh and Active, Arranges His Advertising, Store and Window Display and Handles His Help

#### IV. By MORGAN J. DAVIES



ODERN merchandising methods are as different from the methods of a decade ago," said Mr. Morgan J. Davies, buyer of crockery, china, glassware and house fnrnishings for the Alms & Doepke Company, Cincinnati, Ohio, to the REVIEW, "as light is from darkness. Where formerly the one idea of department store organization was to buy cheap and sell cheap, without regard to quality, merchants now proceed upon the principle

that an article is not cheap if it does not give absolute satisfaction to the customer.

"The general public has become educated to the fact that 'cheapness' is not the sole consideration in making purchases for their households; that an article that is low in price and poor in quality is more unprofitable in the end than the same article of good quality and workmanship, that costs more at the time it is bought, but lasts so much longer as to pay for itself several times over.

"Besides, as women do most of the buying at department stores and seldom forgive a disappointment, merchants every-

where are making it a point to put in the best goods obtainable and go to any reasonable length in guaranteeing satisfaction. Defective goods are exchanged without question, and complaints receive prompt and courteous attention, most department managers preferring to pocket a loss rather than to sacrifice the good will of any purchaser.

#### Modern Advertising Methods

"Modern advertising methods invariably proceed upon the same governing principle. The merchant who thinks that what he says in his newspaper announcements is all the advertising he does is far from the truth of the matter. It is the function of newspaper publicity to bring customers to the store; that is as far as it can go.

"The making of sales rests upon other factors: chiefly, merchandise so arranged as to enable customers to observe at a glance the cleanliness, discipline and good order preserved in each department, and the presence of courteous and attentive clerks, who take pains to make customers feel welcome and at the same time spare no efforts to help everybody make satisfactory purchases.

"The reputation a store bears in any community for the stock it carries, for its good appearance from show window to the remotest interior, and for the character of its selling force is not based upon its newspaper publicity, but upon what its trade say about the store among themselves. That advertis-

ing is without price. it cannot be bought. Its value is immeasurable, and the ultimate success or failure of the store rests upon the good will created among all who enter its doors and go away satisfied.

"It is here the personality of the department manager, exerting a wholesome influence over his assistants and filling them with ambition to please and to win success for themselves and him, becomes of paramount importance, and we can think of no better way to create good will than by urging upon every department manager the ad-

visability of treating all his assistants as equals, and thus preventing disaffection and inattention to his wishes."



MORGAN J. DAVIES.

#### Monthly Window Displays

"As a means of advertising, nothing excels the show window. If 'the eye is the window of the soul,' and by its expression you can tell what manner of man you are dealing with, the show window is the 'eye' of the store, and by those eyes the public judges of what they may expect within doors.

"While there is undoubtedly a tendency to allow the House Furnishing Department manager window space as infrequently as possible, chiefly because kitchen-ware does not lend itself to ornamental window dressing, nevertheless, it is imperative to the success of the department manager that he secure a window at least once a month.

"As to how to arrange attractive window shows of kitchenware, this is by no means a difficult matter, provided department managers avoid trying to crowd their entire basement into the allotted space. It is well to feature specialties, making the show demonstrate the various advantages to be derived from the use of such goods as a Washing Machine, and crowds will be attracted, if a living demonstrator, by pantomime, shows how such an article as this is operated. The more life and action that can be crowded into a window the better. Of course, department managers must be governed in the end by how much space his window affords and the nature of the sale he proposes to conduct.

#### Newspaper Publicity

"As to newspaper publicity, while in large cities department stores employ advertising experts who do nothing else but write and arrange daily advertisements, taking the house furnishing trade as a whole, most department managers and dealers in the line prepare their own advertising copy.

"We make a practice in our own case to advertise our department two or three times a week, even if our announcement consists of merely a few items of general interest supplemented by a legitimate reduction in the price of our 'leaders.' Occasionally we run a large advertisement, well displayed and arranged, showing representative articles selected from the various stocks that go to make up our entire department.

"So far as the small dealer is concerned, we believe he should make a yearly contract with his local newspapers for at least a five or six-inch, single-column space and change his copy weekly, if not daily. Of course, such small space should be used to illustrate and describe one article at a time, and advantage should be taken of local events to make his advertising timely and interesting. This policy will cause the advertising of the small dealer to be read with as much interest as that of the large stores, and at the same time it will bring him business that will cause his advertising appropriation to be an investment, and not an expense to him.

#### The Management of Stock

"The careful buyer always bears in mind several important considerations in 'stocking up.' His purchases must be attractive and salable, of course, for no buyer likes to see shelf warmers in his stock. To prevent such contingencies, most buyers nowadays are buying in small quantities, and often, in order to keep their stock fresh, and also to keep an appropriation ahead of them so they can take advantage of opportunities to secure merchandise from other than their regular manufacturers, who are in a position to offer a lower price than they have been accustomed to pay. If a buyer has spent his month's allowance, he must pass up such bargain opportunities, and thereby loses a chance to conduct a 'bargain sale' that will draw trade and boost his sales. Competition between dealers in every line of trade is so keen these days that nobody can afford to sacrifice the slightest opportunity to beat out the other fellow, and 'short buying' is a far better practice than 'over buying' at every stage of the game.

#### Stock Record System

"We use the same stock record system that every other house furnishing buyer uses—that is, we place stock clerks in charge of each section, whose duty it is to keep track of all the goods on or under her counters, and to inform us when any article in her stock needs replenishing. We have one stock clerk in the House Furnishing department, who knows exactly where all the goods we carry are to be found, and whose duty it is to supervise the work of all the other stock clerks in this department. Of course, on items like refrigerators, go-carts, stoves and such, we arrange the ordinary tally sheet.

#### Stock Displays

"As to our methods of displaying stock, we have a stock room, where all our goods are delivered as soon as they are received from the manufacturers. We display samples on the tables, with due regard for keeping every article clean, and their arrangement attractive to the eye. Small articles we place in display baskets, the baskets being kept well filled from the stock room. We do not believe it advisable to pile goods up on the tables, except in the case of 'special sales.'

#### Training the Sales Force

"As to training our sales force, we make it our policy to require that each clerk shall have certain





"AS ADVERTISING, NOTHING EXCELS THE SHOW WINDOW."

stock to look after, keeping it clean and in order, and properly marked as to price in plain figures. If any new article is bought for their stock, the merits of the article are explained to them by the department manager and sometimes by the salesmen who sold us the goods. The latter is a good way to educate clerks up to a thorough understanding of what they are offering the customer, and we find that the clerks take more interest in pushing the sale of such articles, which results in an advantage all around."

#### **Department Building**

"Taking the question of 'department building' by and large, we feel that every man in this line of trade, whether he is a department manager or an independent dealer, must keep pushing or fall behind in the race for success and an annual increase in business and profits. To-day's victory is followed by another battle to-morrow, and unless we are always ready to meet the foe at the new point of attack we will be vanquished in the end.



"MERELY A FEW ITEMS OF GENERAL INTEREST."

"Because of the multitude of small articles that make up the modern House Furnishing department, of the new goods that are constantly being made by enamelware, woodenware, crockery, china, glassware and art metalware and specialties manufacturers, it is an endless task to keep abreast of the times, and this branch of the merchandising business is one of the most difficult to manage.

"The constant personal attention of the buyer to every detail of his department is needed, and for one thing we believe it imperative that department managers should give courteous treatment to manufacturers' representatives at all times. This policy costs nothing, but the profit is unlimited, for by this means we can best keep posted on what is new

on the market. 'The salesman can always help the buyer' is a good thought to memorize, and we make it our general practice here to look at every sample, whether we buy or not. We have many times gained an advantage we would otherwise have sacrificed to a competitor had we failed to do this.

"But beyond this, competitors are constantly devising new selling schemes, new advertising methods, new ways of displaying stock, creating new bargains and going after local trade along channels never before attempted in this city, and the merchant who gets there first usually wins out.

"Accordingly, we are never satisfied with present methods of doing business. We are constantly seeking ways and means of increasing the efficiency of our sales people, of making our advertising produce better results, of turning out better window displays and arranging our counters and showing off our stock so that it will appeal to customers as indicated by a constantly increasing volume of sales; and we aim to turn over our goods rapidly enough to enable us to keep our stock always a bit in advance of the times. By cultivating a spirit of dissatisfaction with present attainments, we maintain unflagging interest in our work and keep the public from becoming indifferent to our store. Progress and prosperity are well nigh synonymous terms,. and by 'hitching our wagon to a star' we at least avoid getting stuck in the mud and falling behind in the race for more and better trade."

#### COMPETITION WITH LOW PRICED GOODS

(Concluded from page 28.)

feet of our establishment, and they do a big business, but I do not pay any attention to them. In fact, I find that some people prefer to come to our store and pay two or three cents more for the same article they can buy at the 5 and 10-cent store, in order to avoid the crowd.

"My one experience with a 5 and 10-cent department taught me a lesson I shall never forget, and my advice is, have nothing to do with such a department. It will prove costly and lose trade in the end, and people will think better of the store that carries a good class of goods, charges right prices for it, and gives them first-class delivery service, as well as a corps of intelligent and courteous clerks. Such a department store has nothing to fear from competition with the 5 and 10-cent store."

#### THE FREE INDUSTRIAL EXPOSITION

How a St. Louis House Used Demonstrations to Boost January Sales, and Doubled All Previous January Business. How the Exposition was Conducted

#### By E. H. WADE

E HAD BEEN so successful in operating demonstrations from time to time on a small scale," writes Mr. E. H. Wade, manager of the House Furnishings Department of the William Barr Dry Goods Company, St. Louis, Mo., "that early last fall,

when I was in-

formed by the head of the house that for the month of December he had arranged to allow me the entire basement of our store for our toy business, I immediately suggested to him the idea of conducting a mammoth industrial exposition to occupy this same large space during the month of January, arranging to open the exhibit at the close of the toy season, allowing one week between Christmas and New Years to rearrange the basement, build and decorate the booths and install the exhibits. This proposition appealed to him and he advised me to go ahead.

"We at once opened correspondence with such

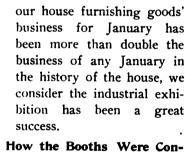
manufacturers as we considered were the leaders in their particular lines, and am pleased to say that when we opened our exposition every booth had been engaged, and everybody was on hand to attend to the opening of their displays on January 3. In a word, the entire exhibit opened promptly as announced in advance, without a hitch.

#### Largest Exposition Ever Operated

"We believe without a doubt that the exposition was the largest of the kind ever operated in this country. It occupied a full city block in length by a half city block in width, every inch of that space being devoted to booths, with the exception of the room needed for good broad aisles to accommodate the crowds who patronized our free show throughout the month of January from the opening hour. Stormy weather had no apparent effect upon the attendance; the people came regardless of

weather conditions every day in the week, and stayed for hours at a time.

"The show has been patronized by the best class of people in St. Louis, and we saw the same faces, in many cases, day after day, always interested, at one or another of the booths or lectures. As



#### structed

"We were liberal in the size of the booths, none of them being less than 7x10 feet, while several of the more important booths were



E. H. WADE.

8 x 20 feet.

"The decorative scheme was carried out in bunting of dainty colorings, such as pink and white, light green and white, yellow and white, red and white, as well as other pleasing combinations, making a beautiful collective effect.

"We ran in an extra gas supply pipe and connected up gas hot plates and ranges for the use of all the exhibits that required it.



"A FAIR IDEA OF THE EXTENT OF OUR DEMONSTRATIONS."



"A CITY BLOCK IN LENGTH BY HALF A BLOCK IN WIDTH."

#### What Was Exhibited

"In addition to a complete line of house furnishing goods, we had some dozen food exhibits to give variety to the show, while at all the booths devoted to the latter, such foods as preserves, jams, cheese, beef boullions and soups, cereals, fancy desserts, jellies and ice cream, coffee and chocolate were served free. This feature was a very interesting part of the exhibit, and was much appreciated by our customers.

#### The Lecture Auditorium

"One of the greatest features of our exhibit was our lecture auditorium where lectures on domestic science were delivered twice daily. All the cooking at these lectures was done by electricity, our

#### Luncheon to Buyers and Department Heads

"A pleasant incident connected with our exposition was a luncheon tendered to the buyers and heads of departments of the store by the Natural Food Company, one of our exhibitors, who conducted a complete miniature factory where they made shredded wheat biscuit and triscuit, and a lunch parlor in charge of Mrs. Dwelle, where they served their products hot from the oven. It was the unanimous opinion of the thirty-four guests who participated in the luncheon, that it was, without exception, the daintiest served, best cooked and nicest banquet they had ever had the pleasure of attending. After the luncheon was served, the guests tendered Mrs. Dwelle and her assistants with a vote of

Learn t	to Cook Bette	er—Visit Our Industrial Ex	xposition Tor	norrow
OME to our big, busy Basement—wander all over it—see the actual menufacture of shredded wheat biscuit—see how gas mantles are made — observe the deft basket weaters at work — pariake of dainty luncheons at the different booths—watch the interesting demonstrations of useful utensils and articles. Then seat yourself comfortably and listen to an interesting lecture by one of the foremost culinary experts of the United States, during which ahe prepares several of the various dishes mentioned. You'll be delighted with it all, and prove it by coming again and again; And the cost to you will be absolutely nothing.				
Served Free Printees Cocoa Jello Dessets Armour's Boof Toa	Free  A Complete Dinner will be prepared Wednesday in the fireless cooker—meat, vegetables and pudding. The cooker will be started at 9 o'clock in the morning and opened at 3 in the afternoon, after which time all visitors will be invited to taste the food thus COOKED IN THE FIRELESS COOKER.			Demonstrated Pirolesa Cookers Cake Molds Severy Reseture
Shredded Wheat Trincuit Phon-Forress	A Special Dish	A Free Lecture	In Connection With	Breed Makers Coffee Percelapses
Post-Green Imperial Chass Passut Butter Jams and Jellies Baglish Preserves Manufactured Here Bardelel Wass Merges Ges Mantles Willow Bastets	Will be surved each day from 2 to 3 P. M. at the Shredded Wheat demonstration by Mrs. Dwelle, whose lecture will begin promptly at 2. Printed recipes of each dish prepared will be presented to her laterer. Wechnesday—Creamed Dysters. Served Thorsday—Weish Barbeit. Priday—Creamed Piels. The Stetring—Chipped Beef and Tomatous.	Will be given daily at 10 a. m. by Mrs. F. Violet Sarborn, the renowmed writer and expert on culinary matters, who works as she talks, making four or five appetizing dailsed during seek lecture. All conking is done by electricity. You cannot spread two locurs to greater advantage; than by because Jim. Sanborn. The entire course of lectures is free to all who care to come. Failowing is her means for the remainder of the week. Printed recipies of many of these dailses given away free at each lecture.  WEDDERSEAT. The state of the second of the	Armour's splendid exhibition of Berf Extract, Mrs. Ida M. Palmer will serve savory soups and bonillons, and in addition thereto will prepare and serve a special dish cach day—as follows:  Webseday—English Moskors.  Free Berbay—Merrous Chop Stery  Printy—Sterves Chop Stery	Bassiel Wares Industed Fibre- wares Floor Finishes Store Polishes And hundreds of other handy house-

"LECTURES ON FIVE DIFFERENT DISHES EACH DAY."

model kitchen being fitted up with a complete electrical cooking outfit. This alone was a valuable feature, as we demonstrated at these lectures electric broilers, toasters, ovens, coffee percolators, chafing dishes, waffle irons, hot plates, tea kettles and all that.

"Mrs. F. Violet Sanborn, the eminent authority on cooking, and platform lecturer on domestic science conducted the morning lecture from 10 to 12 o'clock, preparing, cooking, serving and lecturing on five different dishes each day, as will be seen by referring to the advertisement we are sending you headed "Learn to Cook Better." We gave away printed recipes of all of Mrs. Sanborn's newest dishes not to be found in her regular cook-book.

"The afternoon lectures were conducted by Mrs. Carrie E. Dwelle, a graduate of the Oread Institute and Boston School of Cooking. She was a highly cultured lady of very pleasing address. Mrs. Dwelle's lecture demonstrations were conducted wholly by the use of a chafing dish.

thanks, and presented Mrs. Dwelle with a beautiful bouquet of American Beauty roses.

#### Wide Extent of the Show

"The number of booths used during our Industrial Exposition, illustrated in the accompanying photographs, hardly give a fair idea of the extent of our demonstrations, as in sone of these booths several exhibits were conducted. For example, in one booth we demonstrated the Fireless Cooker, the Savory Roaster, the Ohio Steam Cooker and the Exposition Toaster. In several other booths as many as twenty-five or thirty special kitchen utensils were demonstrated, some booths employing five to six demonstrators. In the case of large lines like enamelware, aluminum ware, etc., entire booths were devoted to the one line.

"So highly gratified are we at the success of our Grand Free Industrial and Domestic Science Educational Exposition that we are now considering making this a permanent feature of our House Furnishing Department."



#### TRADE PUBLICITY

How Enterprising House Furnishing Dealers Advertise Their Wares, What They Say, And How They Say It



ARE particularly proud of this Department of the House Furnishing Review this month, because a large share of the advertisements we reproduce have been sent in for criticism. This means that this department must be helpful to the trade, and that it is being read with interest. We trust that every house furnishing dealer in the country will take advantage of the opportunity it affords to discuss

ways and means of making their advertising copy "pull" good results, and also of comparing the typographical arrangement and layout of their own advertising with that of others.

#### **Advertisements Without Illustrations**

Mr. N. C. Myers, buyer of china, glass, silver and house furnishings for Miller, Rhoads & Schwartz, of Norfolk, Va., writes: "I am open for suggestions in the way of improving my 'ads.' Of course, I realize cuts would help the appearance of my advertisements, but whether they would sell any more goods or not is a question.

"Where it is a case of cuts and short descriptions, or no cuts and full descriptions, I prefer the latter.

"Every woman knows the moment she sees 'dish pans' that it is-the same shape as the ones she has used all her life, but she does not know the quality, size, color, price, special features, etc., unless you tell her in words.

"When your space is limited and you use cuts, you are bound to have to cut descriptions. There are some cuts that will show special features of an article more forcibly and in less space than you can tell it in, but I am speaking of the general line of household goods, where at best the cut will show but shape, and shape only.

"I would like to illustrate with the best cuts I could get (half tones, if possible) every article I advertise, but as cuts eat up space and space is hard to get and costs a lot of money, I prefer to adver-

E ARE particularly proud of this tise more articles with fuller descriptions than Department of the House Fur-would be possible were I to show illustrations. I NISHING REVIEW this month, believe honest descriptions outweigh illustrations two to one.

"I am glad to see you reproducing ads. from various sources, but hardly consider mine good enough for that purpose, yet I will not deny that some of them have pulled very satisfactorily. I get a great many valuable ideas from your paper and find considerable meat for my 'ads'.from the advertisements that grace the pages of the House Furnishing Review."

Three of Mr. Myers' ads. are reproduced on the opposite page, one being located in the upper right-hand corner of the last column, another in the middle of the same column entitled "Colonial Glassware," the third being the single-column ad. adjoining these two, which is headed "Demonstration and Sale of Aluminum Cooking Utensils." As will be seen, all three advertisements contain no illustrations, unless you can call the trade-mark ornamenting the single-column ad. an illustration. From a typographical point of view, the ads. are well dislpayed, well arranged, and we can suggest no improvements. Moreover, they make mighty good reading, and if description alone can sell goods there is no reason why these excellent advertisements should not produce results.

#### Strikingly Illustrated Advertisements

Side by side with Mr. Myers' aluminumware demonstration advertisement is another on precisely the same subject by the Schoedinger-Marr Company, of Columbus, Ohio. Place these two advertisements, which are of precisely the same size, side by side among the advertisements that adorn the average newspaper, and which of the two will attract the most attention and be read first—the illustrated ad. or the one without illustrations? Yet note, if you please, that the Schoedinger-Marr ad. is chockfull of good, solid selling talk, although of course, it does not contain as much reading matter as Mr. Meyers' ad. Now the cut used in the illustrated ad. was probably furnished by the manufacturers of the roaster, so that the expense involved

Digitized by Google

#### Sale Price Former Price. 980 1.10 1.79 **Guaranteed Ciothes** Sale Pric 3.19

234 Main Avenue. Passaic. N. 1

re an immediate clearing. You'll find scores of ber-Read carefully every item on both sides of this

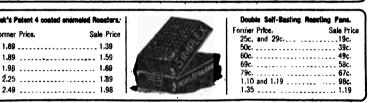






#### HOUSEFURNISHINGS UNDERPRICED.

and lamp globin. 25 per cent, off regular price. All fancy decorated chine, 25 off regular prices. All decorated Dinner Ware, 20 per cent, off regular prices. All decorated





was no greater, so far as illustrations are concerned, in the one than in the other. We believe almost anybody will admit that the illustrated ad, is the better of the two, and we think it would be safe to wager that it produced better results.

1.69

1.89

#### Advertising China and Glass

Compare, also, Mr. Myers' "Colonial Glassware" advertisement with Tull & Gibbs' "French Dinnerware" ad. The latter firm are located at Spokane, Washington, and the copy they show is unusually striking and effective. Tull & Gibbs have gone Mr. Myers one better, and given in the same relative space more items and prices than did Mr. Meyers. Such crowding is always doubtful, and in this respect Mr. Meyers' copy is superior. Yet the design that ornaments the head of the Western ad., although a purely conventional one, makes it attractive to the eye, and its well-displayed head-lines and characteristic signature at the bottom make it unusually readable. China and glassware are, in a measure, art goods, and to our way of thinking require dignified treatment in advertising as well as

store display. Both ad-smiths have given it such treatment, and both advertisements are good, but we are inclined to think that the illustrated ad. would be read before the other, if placed side by side on a printed page. Of course, the ad. that attracts attention and is read first is bound to produce the best results.

#### A Leaf From Experience

The best answer we know to Mr. Myers' argument is a leaf from the experience of Mr. Halpern, buyer of house furnishings for the Pettis Dry Goods Company, Indianapolis. Said Mr. Halpern, "We advertised one of our kitchen scales, for 79 cents, without an illustration on one occasion, and sold two scales. Later we showed a cut of the same article, priced at 89 cents, and sold thirty-four scales. Our experience proves to us that advertising without the use of illustrations is decidedly unprofitable." The Review would be glad to hear from others on this interesting topic.

#### Do Small Advertisements Pay?

We are able to show an unusually interesting as-



sortment of single-column ads. this month, some illustrated, and some depending solely upon typographical display to attract attention.

The White Hardware Company's ad., of Norfolk, Va., and the J. H. Law ad., of Ashville, N. C., are both four inches deep, and are well arranged and well written. We think the latter ad. would have been improved, however, if Housefurnishing Department had been written "House Furnishing Department," and a line been devoted to each word. We do not approve of hyphenated words among display lines, particularly in so small an announcement as this.

The two single-column ads. by Charles Donofrio, of Phoenix, Ariz., and Beck & Egan, of Adrian, Mich., are both five inches deep, and are good examples of how to make small advertisements pay. "We Would Rather Show You Than Tell You," is a strong catch-line, suggesting quality and a line of goods that will bear close inspection, while the words, "Let Me Furnish Your New House," is equally good, giving at a glance a very good insight into what class of goods may be expected to be on sale at Donofrio's store.

The Clark Hardware Company's ads., of Jamestown, N. Y., call attention to a pitfall that awaits those who use, without discretion, the cuts provided by manufacturers. Instead of placing these two electros together, they should have been placed in separate positions in the newspaper with the signature of the firm beneath the words "For Sale By," or else the words should have been routed out. Such electros make mighty effective ads. when used as it is intended they should be, but dealers should



"WE WERE LIBERAL IN THE SIZE OF BOOTHS." (SEE PAGE 33.)

take pains not to follow the "horrible example" here shown.

We regard the two-column, page-length ad. of J. N. Adams & Company, of Buffalo, N. Y., as unusually good. The use of the design at the top of the ad. is particularly effective, first because of its originality, and again because it is pertinent to the class of goods advertised below. The absence of cuts in the reading matter is noticeable, and yet the typographical arrangement, the tasteful use of box borders, and the plentiful sprinkling of white margin make the ad. pleasing, attractive and readable.

"Abbott's" ad., shown in this section, was part of a two-page circular mailed to the customers of this enterprising Passaic, N. J., concern. Mr. A. D. Bolton, the House Furnishing Department manager, writes, "This is one of our January sale ads. which seems to us to be a trade-getter, as this way of advertising always brings good results." As will be seen, Mr. Bolton believes in plenty of cuts and has taken up no small part of his space with a mere

ornament, "The Kitchen Furnisher." Nobody will deny that his copy is attractive, readable and right to the point in every particular. The giving of prices is always advisable, and we can suggest no improvements.

"A Grand Free Industrial Exposition," the halfpage ad. by the William Barr Company, St. Louis, Mo., particulars of which will be found elsewhere in this issue, is one of the best announcements of its kind we have seen. The one illustration employed gives point to the ad., making it intelligible without reading more than the headline. The introduction is good, and the use of box borders of uniform size makes the advertisement artistic and pleasing in appearance, while at the same times the catch-lines heading each section, together give in one comprehensive glance an idea of the extent of the exposition. Other ads. could be made up to appear as well, but few could be designed to do its work better.

THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ETABLISHED 1892.

#### **Published Monthly** By the

#### TRADE MAGAZINE ASSOCIATION

I, B. SCOTT, Vice-President R. C. GILMORE, President A. EUGENE BOLLES, Secretary-Treasurer

59-61 Park Place, New York (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United States
For All Other Countries, including Canada
Single Copies \$1.00 per annum \$2.00 per annum . 10 cents

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

When in the New York market, buyers are cordially invited to pay us a

Vol. XXVIII

FEBRUARY, 1908

No. 2

We may be exceeding the bounds God Loves of propriety in declaring that God the Optimist loves the optimist, but we are at least certain that He does not love the pessimist. The rock foundation of all religions from Confucius to Christ has been faith, and whether men be religious or not, everybody who is anybody in the business world of to-day acknowledges that faith underlies commercial and national prosperity. This is sufficiently demonstrated by the fact that the moment business men lose confidence money disappears from sight and panic conditions prevail. If anybody doubts that, let him remember the closing weeks of 1907.

One-twelfth of the year 1908 has passed into history. January has seen what we have declared would be the case all along—the return of easy money. This has been proven by the fact that thousands of men have returned to work, not only in the iron industry, which is in a measure the barometer of the business situation in this country, but in diverse manufacturing enters scattered all over the United States.

To those who need to be shown, surely January has given evidence enough that there is ground for abundant confidence as to the future, and the time is now ripe for the optimist to resume his rightful position of authority throughout the country. Let buyers and dealers everywhere renew stock, and thus give manufacturers and the laboring classes all they can do. The latter will reward the buyer by purchasing the commodities he has had to do without during the days of his idleness. Let manufacturers and business men generally pay their bills, taking advantage of their usual discounts and start the circulation of the country into life-giving motion. Then shall the semi-panic of 1907 pass forever into that oblivion it merits, and 1908 come into its own.

Our leading article this month is sug-Ask gested by a query sent us by an Illinois Us brother. We have tried to make the nature of his problem plain, and we have asked two practical men, who have had years of experience in the trade to help him meet his difficulty rightly

We think they have done their work well.

But the point of all this is: When in doubt on any point, Ask Us. We may not know everything about the house-furnishing trade, but we do know where we can find out the things you want to know about. The REVIEW is in business to be of practical, every-day, common-sense service to members of the trade, and we hope our readers will learn to lean on us hard.

Not long since, the mem-Incentives to bers and employees of a Good Salesmanship Minneapolis hardware company enjoyed an unique banquet to celebrate the closing of a successful year as the outcome of an interesting contest. seems the firm offered its salesmen an extra commission on all sales for a given period preceding Christmas, and to make the matmore exciting, the salesmen were divided into two teams, with captains over each, and it was agreed the team ending the stipulated period with a smaller total of sales than the other should pay for the banquet out of its extra commissions. At the finish, the total of sales showed a difference of

only a few dollars, which proves the contest was a close and exciting one. It strikes us that a similar contest between the various sections of the House Furnishing Department of some of our large city stores would boost sales some and create a better *esprit de corps*. What think you, brothers?

Help the Editor
Help You

Have you ever stopped to think that the Editor cannot do it all without your help and co-operation? The House Furnishing Review is the trade paper of the trade only when every buyer and department manager, every house furnishing dealer and manager of five and ten-cent stores not only reads the Review every month, but contributes to its columns.

That trade paper is best and most helpful that contains the greatest amount of information written by brothers in the trade, who are up against hard problems they want solved, or who take the time and trouble to tell the Editor some of the interesting things that are happening out on the firing line.

Frequently, no doubt, the Editor publishes some ideas that seem to somebody in the trade impractical and visionary; his plans will work somewhere, but they won't fit all conditions. Don't be content with telling yourself that you wish you had a chance to "say something;" sit down then and there and write the editor what you think. He won't get mad and throw your contribution in the waste-basket. He will be tickled to death to hear from you, and so will every other brother in the trade who reads your story in the Review.

We want and welcome letters, suggestions, and, above all, practical ideas from even the humblest house furnishing dealer, for thus it comes to pass you help the Editor help you.

Co-operation in Business

Ishment, conducting a main store in Columbus and thirteen branch stores in as many different Ohio Cities and towns, takes on more than passing interest in view of the fact that some of the young men at the head office, and the managers of the branches will have a financial interest in the new corporation. Thus, the men who have aided in building up the business to its present large proportions, will not be left out in the cold upon the

re-organization of the firm, to conform to the modern corporate way of doing business, and a fresh impetus to new heights of attainment is given to every ambitious man in the company's employ.

All too often, heads of concerns forget the obligations they are under to competent and hardworking employes, whose efforts have contributed to their rise from small beginnings to affluence and power, and it is refreshing to see such evidences that there is at least an occasional house that appreciates and rewards the co-operation of its assistants whose ability has contributed to its success.

We believe the time is coming when business men everywhere will realize that there are two forms of vested capital: one being money, and the other services, the latter quite as valuable an asset as the former, as without capable assistants money invested may be altogether lost, or earn less dividends than it should.

The hope of future advancement in salary provides the chief inducement to ambiitious men today to exert themselves to their utmost on their employer's behalf; the knowledge that proven capability would lead to a pecuniary interest in their employers' business would furnish the strongest possible incentive to that stability, intelligent service and unremitting effort which makes the working staff of any concern its most valuable and dividend-earning asset.

Impart What
You Know
Without hurting you. Pointers that are kept to one's self get rusty like the gold pieces that a miser stows away in a dark crevice. Gold was brought into the honest daylight and minted for the express purpose that it should circulate for the benefit of all—and the same is true about the facts that men dig from the mines of experience.

#### **GOOD CHEER**

Too much rest means rust.

Don't overcapitalize yourself.

Don't gulp your pleasure—sip it.

In the open is the only place, after all.

Have you murdered any game this year?

#### SNAPPY ADVERTISING TALK

Arguments, Bright Sayings and Catch Lines Used by House Furnishing Dealers to Attract Attention and Sell Their Goods

#### **Bright Catch Lines**

Simply the Finest Display the City has ever Known. High in quality-Low in Price. It's an Excellent Time to Furnish your Home. We Want to Emphatically Sav. Take Your Share of the Saving. A Gala Day for the Thrifty Housewife. A Buying Opportunity that None Should Miss. Surplus Stock Sale without Precedent, Here is Your Opportunity to Save Money. It's Economy to Buy of -Now. Littleness in Price is What We Always Offer You. Good Reading for Frugal Folks. News of Marvelous Price Savings. Enamel Ware at Immense Saving. Every Housewife Will Welcome This Great Event. For a Quick Run. Big Savings on Little Things.

#### **Demonstrations**

"The household and kitchen department of the William Barr Dry Goods Company's store will be a Mecca of industrious housewives during the month of January, when a great exposition of new kitchen utensils and new foods will be held.

"There will be fifty booths in which new articles of food or new patented kitchen utensils will be used, and in every booth where an article of food will be demonstrated lunches will be served. Every morning at 10 o'clock Mrs. F. Violet Black, a prominent author on the cuisine and well-known platform lecturer, will give daily lectures and demonstrations on the art of preparing, cooking and serving dainty foods. Mrs. Black will do her cooking by electricity.

"Manager Wade, of these departments, has arranged this exposition to instruct and educate the housewife in the better performance of her duties and bring to her attention many labor-saving devices needed in the modern kitchen. Every new kitchen utensil will be demonstrated.

"Lunches will be served daily, and visitors can enjoy a dainty lunch from soup to nuts."—WM. BARR DRY GOODS Co., St. Louis, Mo.

#### **Tableware**

"French Dinnerware One-Quarter Less. Your opportunity to buy French china dinnerware, in rose decoration, with heavy gold-stippled edges, knobs and handles. Notice how cheaply you can have a set or a few pieces of high-grade china."—Tull & Gibbs, Spokane, Wash.

"Remarkable Sale of Dinner Sets. This sale represents five hundred Dinner Sets in twenty-one different decorations, and it is positively the greatest bargain event in China announced this season. We have made extraordinary preparations to insure its success, and the value, the varieties and the beautiful decoration will undoubtedly be a distinct revelation."—WILLIAM BARR COMPANY, St. Louis, Mo.

#### **Kitchen Cabinets**

"The Hoosier Kitchen Cabinet. This popular cabinet is of excellent construction, with every modern convenience for the busy housewife. Materials the finest and finish attractive and durable."—D. Sommers' Furniture Company, St. Louis, Mo.

#### **Carpet Sweepers**

"The Gift of Gifts—A Bissell Carpet Sweeper. You can't select an article at double the cost that will contribute as much genuine pleasure and satisfaction to a friend as a Bissell "Cyco" Carpet Sweeper. Made of the richest woods, hand polished and with metal parts all nickeled, the Bissell makes a most appropriate and acceptable wedding gift and will be a constant reminder of the giver for many years."—L. B. VAN WAGENEN COMPANY, Kingston and Rondout, N. Y.

#### Lamps

Lamps that are Works of Art. By doing the largest lamp business in the East last year the Prince stores have secured not only first selection, but very generous price concessions from a leading manufacturer, and they are all here, ready to be snapped up by people who admire artistic lamps and who appreciate perfect light-giving qualities and low prices."—PRINCE, Allentown, Pa.

"Decorated Banquet Lamps with center draft burner, globes to match, and including chimney. An entirely new line never shown in the city before."—The R. A. Mc-Whirr Company, Fall River, Mass.

"Electroliers of perfectly beautiful design and exquisitely rich coloring illumine our store from the extreme front of the effect that they will give properly disposed of in your home, where you crave softening tones or brilliant light."—H. C. Franzheim Company, Wheeling, W. Va.

#### Roasters

"Special as Long as They Last Saturday. The Famous Brownie Turkey Roasters, 19 Cents Each. Every house-keeper is familiar with the merits of the famous Brownie Turkey Roaster, and should appreciate the opportunity to get one at this little price. This Roaster is large, roomy



and extra deep. It holds a large sized turkey or four chickens; has tight fitting lid, patent steam vent, and is well made and finished of smooth steel. Genuine \$1 value."—BENESCH'S, Wilkes-Barre, Pa.

The D Corona Roaster. Is seamless. It is always sweet and clean. It is made from one piece of steel and has a rich, black enamel finish. It is self-basting. Nothing can burn in it. It saves 25 per cent. of the usual waste of cooking. Quickly pays for itself."—George F. Scott, Clinton, Mass.

"One Week Demonstration of the 'Wear Ever' Aluminum Self-Basting Roasters. Lightest, Most Durable, Quickest Heating and Inexpensive. These Roasters have many wonderful characteristics which make them superior to any other Roaster. Made from solid aluminum, and for this reason there is nothing to chip, rust or wear out. Seamless, easy to clean. Miss Bukey, the demonstrator, will show how these Roasters can be used with excellent results for preserving and baking. We guarantee every piece of 'Wear Ever' aluminum."—Schoedinger-Mark Co., Columbus, Ohio.

"The Savory Roaster. Seamless, Satisfactory, Sanitary, Airtight, Self-Browning, Self-Basting, Seamless, Can't Burn. Needs no attention, and is suitable for roasting meats of all kinds. This is different from all other roasters—it is entirely seamless, easily kept clean, no chance for grease to hide away in the corners. The concave bottom collects all of the rich juices, the heat turns this into steam which condenses all over the meat or fowl, making it a perfect roaster. Guaranteed, and if not satisfactory, money returned."—U. S. Auction Syndicate, Canton, O.

#### Glassware

"American Cut Glass; Values of Unusual Merit. A splendid collection of pieces from one of the best makers of cut glass has just been placed on sale. The lowness of our purchase price enables us to excel many of our previous best efforts at price giving. Value giving."—MARSHALL FIELD & COMPANY, Chicago, III.

"China and Cut Glass and American and Foreign Made Artware at 20 per cent. off. Our entire stock of China, Cut Glass and Artware will be placed on sale to-day at a discount of 20 per cent. This reduction is an unusually large one, especially at this season of the year, when the above-mentioned merchandise is so extensively purchased. Every article to be offered here to-day is absolutely perfect and is of the very best quality. The values that figure in this sale are astonishingly great and the display of the many and various pieces will in itself make worth while any visit to this department to-day."—Blocks, Memphis, Tenn.

"A Maker's Entire Surplus Stock of Rich Cut Glass. Owing to the present 'tight money' market conditions, is on sale as purchased by us at one-third to one-half less than regular prices. An almost unlimited selection, the very finest grades, a collection that will appeal to the most critical on account of its weight, brilliant sparkling coloring, rich deep cuttings, handsome up-to-date patterns and artistic shapes."—The FAIR, Chicago, Ill.

#### Fireless Cookers

"The Economy Fireless Cooker. Cook your meals while you do your shopping in the Economy Fireless Cook Stove. Place your vegetables, meats, etc., in the cooker at I or 2 P. M., and at 6 o'clock the dinner is ready to serve. As there is no evaporation in this manner of cooking, less water is needed than by the old method of cooking, and thus the flavor of the article cooking is preserved."—Donaldson's Glass Block, Minneapolis, Minn.

#### **Enameiware**

"Elite Enamelware, Underpriced. Forty cases of this high-grade imported Blue and White enamelware on sale to-morrow at greatly reduced prices. We cannot recommend the Elite ware too highly. Made of heavy rolled steel with four coats of pure enamel, and guaranteed to be absolutely free from all substances injurious to health. Latest improved patterns; seamless and rivetless. We guarantee this ware to give absolute satisfaction, and will exchange any article that fails to do so."—GRAND LEADER, St. Louis, Mo.

Highest Grades Blue and White, and White and White Imported Enamelware at Sale Prices. Elite Ware. This is the genuine Four Coated Austrian Enameled Ware—the Highest Grade Enamelware on the market. Every piece guaranteed to give entire satisfaction. 'Silesia' Ware. This is a very high-grade imported Enamelware, made in Germany, with four coats of enamel over a steel body. Every piece fully guaranteed. Article exchanged or money refunded for Any Piece That Proves Unsatisfactory.

#### **Bath Room Fittings**

"Fine Bathroom Fittings. This week in the House Furnishing Department we offer some very special inducements in the line of fine Bathroom Fittings. These goods are all of first quality, heavily nickel-plated on brass, and we believe our assortment is unexcelled for beauty of design and prices. It includes Glass Shelves, Glass Towel Bars, Shaving Mirrors, Bath Tub Seats, Shower Bath Sprays, and everything to make the bathroom both convenient and attractive."—Weaver Hardware Co., Rochester, N. Y.

#### THAT "HARVARD" WINDOW

In our December issue we illustrated a handsome china window display shown during the Christmas holidays by G. Fox & Company, of Hartford, Conn., giving credit for this window to Mr. Frank A. Montie, the well-known buyer of china, crockery, glassware and house furnishings for that store.

This window, in which the word "Harvard" bore a conspicuous place, was one of a series of four college windows decorated by Mr. J. D. Brower, who is well known among the trade as the window decorator for G. Fox & Company, and Mr. Montei's share in the window was limited to providing Mr. Brower with the materials for the display.

This correction is given in justice both to Mr. Brower and to Mr. Montei. Mr. Brower has not resigned his position as window trimmer for G. Fox & Company, as some seem to have thought, and the excellence of his work assures him a brilliant future in his chosen vocation.



BELL, GORMAN & HIGBEE have incorporated to conduct a department store at Atlantic City, N. J.; capital, \$26,000. Wm. H. Bell, J. J. Gorman and Cleveland W. Higbee, in corporators.

FAIRLEY BROS. and the FAIRLEY MERCANTILE COMPANY, of Colorado Springs, Colo., have combined with a capitalization of \$100,000, and the business will be conducted under one roof in the future.

IKE KUHN will open a new department store at Champaign, Ill. in the near future.

W. G. Herpelsheimer's department store, Grand Rapids, Mich., has purchased the five-story business block adjoining their great building, and expect to enlarge their present structure to make one of the largest department stores in the West and the largest in Michigan.

THE THOMAS SHEPHERD COMPANY, Camden, N. J., have incorporated to conduct general department stores; capital, \$75,000. Incorporators: F. R. Hensell, Wm. F. Eldell, Jno. A. MacPeak.

THE SPENGEL HOUSE FURNISHING COMPANY, Denver, Col., has filed articles of incorporation increasing their capital from \$30,000 to \$200,000. A. J. Spengel is president and Ellen C. Spengel, secretary.

THE O'CONNOR DRY GOODS COMPANY has been opened for business in Atlanta, Ga., headed by P. A. O'Connor.

THE MANUFACTURERS' DEPARTMENT STORE COMPANY, New York, has been incorporated to conduct a general department store with a capital of \$5,000. Incorporators: Julius C. Kohn, Esther Frank, Daniel C. Dalsimier.

THE JAMES H. BUNCE COMPANY, Middleton, Conn., has been incorporated to conduct a department store, with a \$125,000 capital, starting business with \$65,000 of its capital paid in. Incorporators: James H. Bunce, Jr., Richard H. Bunce, and Ed. P. Schaefer, all of Middletown.

THE McGranaghan Company, Hancock, N. Y., has been incorporated to do a general merchandise business, with a capital of \$20,000. Directors: Hugh McGranaghan, Anna McGranaghan and Elizabeth McGranaghan, Hancock, N. Y.

THE IMPERIAL GLASS COMPANY, Bellaire, Ohio, one of the largest factories in the Ohio Valley, which employs six hundred persons, is in full operation. The prospects of a steady run are very bright as a large number of orders are on hand.

THE J. J. JOHNSTON CHINA COMPANY, one of the oldest mercantile concerns in Norfolk, Va., has been reorganized and incorporated as the Johnston-Abbott China Company, and has moved to larger quarters, where new fixtures and modern business equipment are expected to further increase the immense business of this company. The new stock includes imported and domestic chinaware, chockery, cut glass, art pottery, bric-a-brac, brass goods, silver cutlery,

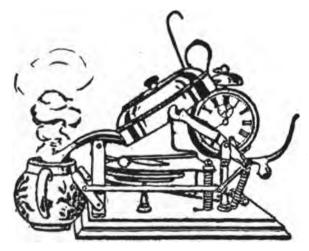
and house furnishing goods. The officers of the new company are James J. Johnston, president, and Fred C. Abbott, secretary-treasurer.

THIRTY potteries and clay plants in the Ohio valley near East Liverpool, Ohio, resumed operations during January, giving employment to eight thousand people. The plants have been idle during the holiday season.

THE HOMER BROOKE GLASS COMPANY, Jersey City, N. J., has been organized to manufacture glass, glassware, etc.; capital, \$100,000. Incorporators: H. O. Coughlan, L. H. Gunther and J. R. Turner, Jersey City.

#### THE CLOCK THAT MAKES TEA

Most people seem to think that America has cornered the world market on Yankee inventive genius, but it remains for our British cousins to cap the climax of inventions intended to permit the weary sojourner on this terrestial ball to roll over and take another nap again, when the time to rise in the morning has come, by inventing the really wonderful clock shown in this column.



Johnny Bull likes his cup of tea upon rising, as everybody knows, and if he is in a hurry to get to work, although nobody ever hurries in Europe, he need not worry about his sip of Lipton's famous nectar. Far be it from thus. The clock disturbs his slumbers, telling him it is time to get up, lights a lamp, boils a pint of water, pours the water when hot into a handy teapot, puts out the lamp, and rings a gong announcing that tea is ready.

The clock does everything but dress our British friend, and drink the tea for him. Doubtless, the inventive lazy man will some day attain to even such seemingly impossible heights.

## A. H. HEISEY & CO.

**INCORPORATED** 

NEWARK, - OHIO

THE CELEBRATED







DIAMOND H and PLUNGER CUT

# Table Glassware, Bar Goods, Etc.

We are now showing several New Fall Patterns—They are known as Nos. 150 and 369. We have also a splendid exhibit of Candlesticks, Candelabra and Vases

#### CATALOGUE AND PRICE LIST ON APPLICATION



WITH the exception of the manufacture of lamp shades and similar small articles, for which there are some works in Montreal, there are no big glass making industries in Canada, although a considerable business is done in the fashioning of glass imported from the larger European factories.

W. A. Demorest has resigned from Demorest & Company, New York City, the well-known glassware concern controlled by his father, and is now connected with The American Ring Company, I Hudson Street, New York.

THE BRUSH POTTERY COMPANY, Putnam, Ohio, at the recent annual election of officers selected W. C. Mooney as president; W. C. Cosgrave, vice-president, and George Brush, secretary-treasurer and manager. W. M. Bateman has succeeded W. M. Schinnick on the board of directors.

ALL stoneware potteries in the Crookesville district near Wellsville, Ohio, have resumed operations, thereby giving employment to five hundred men and women. The first to resume are the A. E. Hull Pottery Company, Keystone Pottery Company, Star Pottery Company (two plants), and the Burley & Winter Company.

THE ROCKWOOD POTTERY at Cincinnati, Ohio, recently sent to the Pacific Coast a mantle piece, 12 feet square, to be used in the great hall of the new Washington Hotel in Seattle, Wash. The design embodies the history and topography of the upper coast land, and is not only extremely beautiful, but remarkably appropriate and suggestive. The mantle shelf is supported by totem poles—symbolic of the coast Indians—used as columns, with original colors painted in. The general decorative design is a characteristic landscape with pine trees in the foreground and the snow-capped peak of Mt. Ranier as its artistic climax. The colors are rich greens and blues and the effect is one of great beauty.

THE CERAMIC SUPPLY COMPANY, composed of pottery men who propose to develop a new pottery clay that may revolutionize the trade, has been organized at Wheeling, W. Va. The companies represented are the Knowles, Taylor & Knowles Company, of East Liverpool; Dresden Pottery Company, of East Liverpool; Thomas Mattock Company, of Trenton, N. J.; Cook Pottery Company, of Trenton, N. J.; Pope-Gosser Company, of Coshocton, Ohio; Mercer Pottery Company, of Trenton, N. J., and the Wheeling Potteries Company, of Wheeling, W. Va. The principal purpose of the Ceramic Supply Company is to deal in pottery supplies, but primarily is to develop the holdings of the United Kaolin Properties Company. The

Ceramic Supply Company have entered into a contract with the United Kaolin Company whereby they are for a term of eighteen years to have the entire products of their Lone Star Kaolin deposits in Texas. These kaolin deposits are about eight miles from San Antonio and are pronounced to be the best in the world for fine china making.

W. EDWIN WELLS, a prominent pottery manufacturer of East Liverpool, Ohio, and former president of the Potters' National Association, was the guest of honor and speaker at the monthly banquet of the Pittsburg Credit Men's Association.

'D. K. BAYNE has resigned as president of the Trenton Potteries Company, Trenton, N. J., and general manager, John A. Campbell, has been selected as his successor. The resignation is to take effect March 1st. Mr. Bayne's retirement is due to his desire to withdraw from some of his more active business connections, and his resignation was reluctantly accepted. Mr. Bayne has been president for a period of sixteen years, since the organization of the company, and during that time one entire plant has been erected and the kilns have increased in number from thirty-seven to fifty-three. It is the largest sanitary plant in the world. The company during these years has also obtained a controlling interest in the Canadian-Trenton Potteries Company, Ltd., located at St. Johns, Que.

THE WARWICK CHINA COMPANY, Wheeling, W. Va., has started its decoration and shipping departments, and the entire plant is now in full operation.

THE NORTH WHEELING GLASS COMPANY, Wheeling, W. Va., employing two hundred hands, is now in full operation.

THE FOSTORIA GLASS COMPANY, Moundsville, W. Va., has resumed full operations. The new factory, owing to the fact that repairs had not been completed, did not open up until late in January.

THE NORTHWOOD GLASS WORKS, Wheeling, W. Va., which employs about three hundred hands, has recently begun operations.

It is expected that the Solar Glass Works, at Owensboro, Ky., will begin operations on February 1st. The output of the factory is sold out for several months ahead, and a good business for 1908 seems assured.

BURR BROTHERS, Rockford, Ill., will add a crockery and glass department to occupy 9,000 feet of floor space.

THE wholesale crockery firm of Jenness & McCurdy, Petroit, Mich., has been transferred to the control of Ostorn, Boynton & Osborne.

#### WELL-KNOWN MEN OF THE ROAD

#### Knights of the Grip Known to the House Furnishing Trade in the United States and Europe

The subject of this sketch is Mr. R. F. Lund, of the Dover Manufacturing Company, Canal Dover, Ohio. Few indeed are the members of the trade, who have not met this "jolly good fellow," whose abundance of good cheer have made him countless friends, not only in this country, but abroad.



R. F. LUND

Mr. Lund may justly be termed one of the "big guns" of the traveling fraternity, for he handles all the large trade of the Dover Manufacturing Company, and has traveled all over the United States and Europe. To his untiring efforts and engaging personality is due in no small degree the phenomenal success of the Dover people, a success that has exceeded every anticipation during the past few years. Mr. Lund is known as the "Bill Taft" of commercial diplomacy.

#### EDGAR W. DONHAM

Edgar W. Donham, formerly National President of the Travelers' Protective Association, an organization of 40,000 live, wide-awake commercial travelers, with posts in 32 States, has lately sold his interest in the wholesale enamelware house of The Donham-Monn Company, of Cincinnati, Ohio, to assume the management of the branch house of the Belmont Stamping & Enameling Company, of New Philadelphia, Ohio, the latter concern having lately opened a Southern warehouse at New Orleans, La. Mr. Donham also looks after the Southern trade of the Republic Stamping Company, of Canton, Ohio.



EDGAR W. DONHAM

Mr. Donham is one of the pioneer traveling men, being a member of Buckeye Council No. 2 of the United Commercial Travelers, and for one year was the general representative of the Travelers' Protective Association, and has addressed Boards of Trade, Chambers of Commerce and business men's organizations from New York to San Francisco. He is always in demand as an after-dinner speaker, in which line he has a national reputation. He travels Alabama, Mississippi and Tennessee, where he has hosts of friends.

Mr. Donham is a man of large business experience, and for ten years was the head of a big Cincinnati wholesale grocery business, when he accumulated a moderate fortune only to lose it in outside ventures. His advice to "the boys" is, stick to your business, and leave outside matters alone. For four years he was a member of the Cincinnati Board of Public Affairs, and the candidate of his party for Mayor of that city.

He is very enthusiastic over the prospects in the South, and in spite of dull times is enjoying a fine business, and thinks the Southern merchants the finest lot of gentlemen he has ever met.

#### POINTS FOR STORE DECORATORS

THE New York Section of the Illuminating Engineering Society will hold a meeting at the United Engineering Societies building, 33 West 39th Street, New York, Thursday evening, February 13, at 8.15 o'clock. Mr. George Leland Hunter will present a paper on "Light and Color in Decoration," and readers of the House Furnishing Review are invited to attend through the courtesy of the secretary of the New York Section, Mr. Preston S. Miller.



Mr. H. J. Fox, of Lock Haven, Pa., a well-known house furnishing dealer, who recently went to Philadelphia for surgical treatment, improved so rapidly under the physicians' care as to avoid the necessity of an operation. He is now attending to business as usual.

JOSEPH B. GIFFORD, a veteran salesman at A. L. Nichols house furnishing store, Fall River, Mass., recently made the pleasing discovery that \$139.46 was coming to him from a local savings bank, deposited for him in 1862 by a friend while Mr. Gifford was serving in the United States Navy. Mr. Gifford had forgotten all about the deposit, until he saw his name advertised in the Fall River newspapers as being a "lost depositor."

ABRAHAM & STRAUS, Brooklyn, N. Y., have constructed a model executive building occupying a half block, in order to create additional space for their retail department in the main building.

"THE FAMOUS" DEPARTMENT STORE, St. Louis, Mo., has acquired the lease of the "May Store," and will take over the latter's fixtures and good will, moving into its immense retail quarters on or about February 15. The May Company is to retire from business, and the transaction will give "The Famous" about three times its present floor space.

THE STANDARD HOUSE FURNISHING COMPANY, Tacoma, Wash., report an increase of fifteen per cent. of business in 1907 as compared with 1906, and are enthusiastic over the outlook for 1908.

The L. B. Livingston Dry Goods Company, Columbus, Ohio, of which a woman, Mrs. L. B. Livingston, is president and manager, has increased its capital and will move into a large, new building, centrally located, adding over 70.000 square feet of floor space. From a dry goods store, this concern will branch out into a full-fledged department store, including a strong house furnishings, crockery and glassware department. Besides Mrs. Livingston, the president, are P. O. Springer, vice-president, and W. W. Livingston, secretary and treasurer.

THE J. ZUCKERMAN DRY GOODS COMPANY, St. Louis, Mo., has incorporated, capital \$7,500, to deal in dry goods and furnishings. Jacob Zuckermann, Sophia Zuckerman and others are interested.

THE EPSTEIN & WHISER DRY GOODS COMPANY, St. Louis, Mo., capital \$25,000, has been incorporated by Samuel Epstein, S. Whiser and others.

THE C. R. PARRISH COMPANY, Columbus, Ohio, one of the oldest house furnishing goods companies in Ohio, has incorporated with a capital of \$150,000. The company operates thirteen branch stores in Newark, Coshocton, New Philadelphia, Steubenville, Zanesville, Delaware, Springfield, Xenia, Bellefontaine, Sandusky, Lima, Findlay and London. In the new company will be interested some of the young men in the Columbus stores and also the managers of the branch stores.

THRALL & ANNABLE, Gloversville, N. Y., dealers in hardware and house furnishing supplies, have dissolved partnership. Irvin J. Annable, junior member of the firm, will take charge, and George Dence, who has been with the firm since he was a boy, will be a partner in the new firm to be known as Annable & Dence, although the business will be conducted under the former title.

THE WOOLSON COMPANY, of Mt. Vernon, O., has been incorporated with a capital of \$15.000 by W. A. Woolson, S. M. Woolson, C. C. Woolson, F. A. Woolson and H. E. Woolson. The new company will continue the house furnishing, crockery, glass, dry goods, notion and toy business established ten years ago by Mr. W. A. Woolson.

DAVID GOODMAN, formerly owner of a large department store in Milwaukee, and of clothing stores in St. Paul and Minneapolis, has leased quarters for a large new department store in Sioux City, Iowa. He will close out his St. Paul and Minneapolis stores, and move his stock to Sioux City.

THE GRAND LEADER COMPANY, Toledo, O., has incorporated to take over the business of D. W. Burns, formerly known as the Grand Leader Store. This was opened but two months ago. The business, however, has expanded greatly, necessitating more capital. The company will add a line of trunks, traveling bags, leather goods, suit cases, gas appliances and house furnishings. The officers are: D. W. Burns, president and general manager; Bruce Snod grass, vice-president; Bertha Lockwood, treasurer, and Frank M. Sala, general counsel.

CAMBRIDGE DEPARTMENT STORE COMPANY, Cambridge, Mass., has incorporated at Cambridge, Mass., to deal in merchandise; capital. \$10.000. President. Harris Schwartz, Boston: treasurer, Simon Schwartz, Revere; clerk, Abe Oppenheim, Cambridge.

Lyon Bros., Chicago, Ill., have incorporated with a capital of \$900.000, to deal in merchandise. Incorporators: D. T., M. T. & A. H. Lyon, and L. Alexander.

REDINGTON & COMPANY, INC., Waterville, N. Y., has been organized with a capital of \$50,000, to deal in house furnishings. President, C. A. Redington; treasurer and clerk, Frank Redington, both of Waterville.

THE W. F. SHELTON STORE COMPANY, Kennett, Mo., has been incorporated with a capital of \$25,000. Incorporators: W. F. Shelton, Jr., W. F. Shelton and Lee Shelton.

J. F. Russ, of Pasedena, Cal., will open a dry goods store in Ft. Dodge, Ia., shortly, to occupy the premises formerly used by the L. E. Sturgis Dry Goods Company.

## THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Offi and Warehouse

Chicago

# "VOLLRATH" ENAMELED WARE

IN

## STEEL - and - CAST IRON

White and White

Special Blue

Majestic

Ajax

Cuspidors

**Spittoons** 



Imperial Hollowware

X and XX

New Idea Maslin Kettles

Stove Reservoirs

Sinks

Cuspidors

Spittoons

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.



#### Special Railroad Rates

As the management have before stated, the Spring Exhibition of House Furnishing Goods, which will be held in Grand Central Palace, March 2d to 7th, 1908, under the sole management of I. B. Scott, will be a trade exhibition exclusively. We have deemed it wise to change our policy in order that the non-supporting element might be excluded, and at the same time offer protection to the exhibitor. Every effort has been made to make this show a grand success, and we are also pleased to state that the visiting buyer and exhibitor will be enabled this year to save considerable on traveling expenses. Special rates, approximately a fare and a third, have been granted the Merchants' Association of New York, and by a special arrangement with the association those who desire to attend our show can take advantage of their agreement with the railroads entering New York City.

Merchants when purchasing their tickets to New York should obtain from the local ticket agent the proper Return Trip Certificate on account of the Merchants' Association of New York meetings. The merchant, upon his arrival in New York, may become a member of the Merchants' Association, free of charge, and by depositing his Return Certificate at the office of the association, 66-72 Lafayette Street, will be granted the reduction on return fare, and as before stated, the round trip can be made at approximately a fare and a third. Attention is again called to the necessity of obtaining Return Trip Certificates at the time of purchasing the ticket.

New features have been added to the exhibition, and it will repay the buyer many times over to attend, not only for the purpose of seeing the old trade, but also to come in touch with the new manufacturers and new lines. Buyers who have not made application for season pass should do so immediately. Large and varied displays of house furnishings, hardware, crockery and glass will be on exhibition and every effort will be made for the convenience of the trade.

#### Chapman's Specialties

We call attention to the fact that Chapman's Specialties were exhibited during the Grand Industrial Exposition conducted by the Wm. Barr Dry Goods Company, at St. Louis, during January, and these goods have been a feature of many other successful demonstrations.

We call particular attention this month to the Chapman page ad. among the front pages, the feature of which are the Van Deusen Cake Moulds. These moulds are made in a variety of shapes and sizes, require no grease or paper, and in addition will support the cake while baking. The

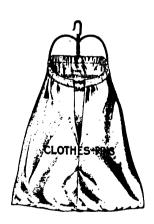
mould may be reversed, after the cake is baked, permitting the cake to hang in the mould until it is cooled, when it will be found that the cake will be stronger and made lighter by its own weight instead of being soggy, as frequently happens with old-style tins.

Full directions are furnished with all the cake moulds, and they need only to be demonstrated or exhibited to find favor with housewives. The moulds have been on the market for a long time, and their usefulness has long since been demonstrated.

Dealers should write to C. A. Chapman, Geneva, N. Y. for full particulars regarding these specialties and the many others manufactured by him, and rates and terms will be found particularly attractive.

#### The Vandy-Handy Clothes Pin Bag

Attention is called to the Vandy-Handy Clothes Pin Bag illustrated in this column, which is about the best of any article of the kind that has ever been constructed. As it will be seen from the design, the bag can be attached to the pulley line and clothes pins may be taken out or thrown



into the bag with a minimum of effort. It is an article that sells for 10 cents and needs only to be demonstrated by hanging it on a line in the store to produce a big volume of sales.

This article is manufactured by the Vandy-Handy Manufacturing Company, Newark, N. J., and dealers should write at once for particulars. Sample will be furnished upon request.

#### **Manning-Bowman Alcohol Utilities**

We illustrate in this column two of the striking alcohol utilities manufactured by Manning-Bowman & Company, Meriden, Conn., and which are in line with the new industry which is fast growing up to utilize denatured alcohol as fuel.



The Manning-Bowman Alcohol Gas Stove manufactures its own gas and burns a blue flame just like the ordinary gas range burners. It can be carried to any room in the house and lighted at the touch of a match. With an out-fit of Manning-Bowman cooking utensils, such as the chafing dish, sauce pan, cutlet dish, toaster, coffee percolator, tea kettle and tea pot, you can prepare as complete a dinner on the dining room table as on the kitchen gas range. The stove is an invaluable adjunct to the sick room and a home convenience at all times.

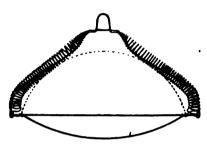


The possibilities of chafing dish cooking have been more than doubled by the Manning-Bowman gas stove. It has three times the heating power of the regular chafing dish lamp, yet regulates to a simmering flame at a touch. It makes its own gas, burns with a hot blue flame, no smoke and no odor. It is made with a single and double burner, beautifully nickeled. It is far more economical than any other stove and an ornament for any side-board.

The cooking utensils here shown are made by Manning Bowman & Company, of Meriden, Conn., who make a specialty of alcohol heating utensils. Catalogues, terms and prices, etc., will be furnished upon request.

#### Cooley Carpet Beater

The Cooley Carpet Beater, which is fully illustrated in another section of the paper, is perfectly constructed and will retain shape and wear well. The handles are made so that they will not turn or come off, and as the Cooley people sell to rated firms at low manufacturers' prices, a good profit can be realized by handling this line. It is one that makes trade, is attractive in appearance, and sells at sight.



The Cooley Manufacturing Company do not sell to mail order houses, so that house furnishing dealers do not suffer from such competition. This is a feature which should win approval, particularly among dealers who have felt the competition of the catalogue people.

The Cooley line is an extensive one, and contains many other articles valuable to a house furnishing dealer.

Full particulars will be furnished upon request, and prices and terms will be found satisfactory by writing the Cooley Manufacturing Company, 103 So. Canal Street, Chicago, Ill.

#### The Pearl Suit Hanger

Among the best of suit and skirt hangers are the Pearl Suit and Skirt Hanger manufactured by Freeman Scott. 1504 Montgomery Avenue, Philadelphia, Pa. This hanger is sold to about 4,000 firms and is on demonstration in all leading stores.

Another good hanger is the Diamond hanger for men, which not only holds coat and vest, but also trousers, and keeps them in good press.

Dealer should write for catalogue, and prices and terms, which are quoted on another page of this issue, will be found conducive to profit and quick sales.

#### The Patterson Pineapple Eye Clip

A dozen pineapples have six hundred to nine hundred eyes. The housewife knows the trouble and slow work it requires to remove these eyes with a knife, and how the fruit is wasted during the operation.

The Pineapple Eye Clip, shown elsewhere in this issue makes the work easy and cuts out the eye as quick a wink. As will be seen, the instrument fits the hand easily operated, saves time and trouble, lessens waste fruit, and is quickly and easily cleaned. They are n of steel, handsomely nickled and sell for 25 cents.

The Pineapple Eye Clip has only to be shown to find stant sale. Dealer should write the Harvey Manufacing Company, Rochester, N. Y., for terms and prices.

#### The Electric Fly Killer

The Electric Fly Killer, shown in this column, which is the very latest and best device for killing flies, ants, roaches, water bugs, etc., consists of a neat appearing gilt lacquered tin box, containing an absorbant filled with poison and kept in place by a wire screen. This absorbant material, when kept saturated with water, attracts all flies and insects which may be in the room, killing them almost instantly. It is a great improvement over sticky fly paper. This is made by the Syracuse Stamping Company.



Other striking novelties manufactured by this concern are the Scientific Toaster for toasting bread, or broiling oysters or clams, being adapted for use over gas, oil, vapor cr coal stoves. Excellent illustration of this toaster is shown on a front page of this issue.

The Chi-nee Clothes Sprinkler is a great improvement over the usual whisk broom and saves time, labor and wet hands; it holds a pint of water and is filled through the corked handle. It sprinkles clothes evenly and neatly, is strong and durable, and as the body is enameled to prevent rusting, it will last a long time.

Dealers should write the Syracuse Stamping Company, Syracuse, N. Y., for full information concerning the splendid specialties made by this company; terms and prices will be found unusually attractive.

#### The Home Show

It is a surprising fact, when one considers that almost numberless successful expositions of different nature have been held in New York in the past few years, that it has taken until the present time to properly organize and conduct a Home Show that promises to be the greatest and most successful exposition ever held.

The Home Exhibits Company, Inc., of 52 Broadway, New York, are justly proud and enthusiastic over their undertaking, and even at this early date they go on record as saying that the Home Show, which opens May 2nd at Grand Central Palace, New York, and closes May 9th, will undoubtedly be one of the most talked of and best patronized events of the present year.

When one pauses to consider the broad field covered by the Home Show, what possibilities it brings to mind; if one desires to view the latest inventions in any line that appears in the home they will be on view, no matter whether it be some modern labor-saving device or house furnishings of any kind, building material, etc., anything and everything that goes to furnish the modern home.

This is the first opportunity that all the building, furnishing and decorating trades have had to exhibit together. The best criterion that the Home Show is appealing to the

different manufacturers is shown by the rate at which the space is being taken.

The prospective exhibitors realize that the enormous number of people who will be attracted will far surpass the attendance at other expositions where the field is limited to draw from, and when the only people who attend are those who are interested in one line only.

It will be a hard matter to find a single person amongst the 10,000,000 residents of New York City and its suburbs who will not be interested in the Home Show.

#### White Mop Wringers

The White Mop Wringer Company, of Fultonville, N. Y., are putting a new mop wringer on the market. This new wringer is all of the best malleable iron except the handle, which is wood. The wringer is built on the same general principles as the well-known line of "White" wringers. No sheet iron is used, all the iron being malle able. Therefore, it can never rust out.



Ten years ago this company marketed an all iron wring e1, at that time making it of sheet metal, galvanized, but not proving satisfactory, it was discontinued. Their many years of experience in the mop wringer business lead them to offer this all malleable wringer to such trade as desires an all metal one.

This is made janitors' size, for both round and flat mops. The round wringer will be known as No. 7, and the flat as No. 8. These will bear the usual warrant and guarantee of satisfaction associated with the White trade-mark as appears on all the "White" wringers.

#### More Honors for the Bissell

The Bissell Carpet Sweeper Company, Grand Rapids, Mich., have just received notification from New Zealand that they were awarded the Gold Medal at the New Zealand International Exposition held at Christchurch, November 1st, 1906, to April 1st, 1907. The Bissell Company's foreign trade is growing rapidly, and this is due largely to the systematic advertising they are doing in foreign trade papers and high-class magazines.



#### The Eagle Mop Wringer

Eagle Mop Wringers and Buckets combined have every feature which could be desired in an article of the kind. The wringing device is powerful in action and yet operates with perfect ease. It is so constructed as to leave no occasion to soil the hands, and is therefore sanitary, and for this reason will appeal to particular people. The pail is made of white cedar, designed especially for this purpose. The rollers are of maple with steel axles. The springs are oil tempered steel, and the treadle and portable roller shank are of machine steel. The guide plates, treadle pivots and foot holders are made of the best refined malleable iron. All parts are carefully machined and fitted to a nicety, every wringer and bucket being carefully inspected before it leaves the factory.



Eagle Mop Wringers and Buckets are made in three sizes, the Domestic intended for use in the home, which holds ten quarts of water; the Standard, the medium size, and the one most used in stores, which holds fourteen quarts of water; and the Janitors', for use in public buildings, hotels, etc., holding twenty-two quarts of water.

Dealers should not forget that the Eagle Cooperage Works also make the Ohio Detachable Mops, which for simplicity, efficiency, durability and general satisfaction are unexcelled. They are simple in construction, the cotton being clamped with a positive grip by wire which neither breaks nor rusts, and which makes it impossible for cotton to pull off on floor or in wringing pail when mopping

Dealers should write for further particulars to the Eagle Cooperage Works, Circleville, Ohio.

#### Chicago Asbestos Table Mats

There is no article the house furnishing dealer can carry in stock that will give more satisfaction to his trade than the asbestos table mats made by the Chicago Asbestos Table Mat Company, of Chicago, Ill. They are made to cover the entire table top, fold into small compact size, extend to length of any table, and are detachable and washable. The line includes six sizes of round and oval platter mats.

Adjustable ironing board pads are another leader that result in quick sales, and are made of the best quality of stout muslin, enveloping a thick layer of solid felt, making the best possible ironing surface. They are easily adjusted to any board of any style or shape. When the top

surface is soiled the pad may be reversed, or the felt withdrawn and cover washed.

Dealers should write to the Chicago Asbestos Table Mat Company for sample, circulars, etc., all of which will be found especially attractive.

#### 20th Century Chamois Rub

The 20th Century "Rubs" are made of "trimmings" (and right here the manufacturers call particular attention to the wide difference between "trimmings" and "scrap"—the "trimmings" being good sized pieces of chamois that would otherwise be available for watch-pockets, knife-cases, etc., and not hard useless bits—"scrap."

20th Century "Rubs" contain as much or more chamois as in a large skin; and every piece warranted finest French oil-tanned, sewed firmly on to a back of canvas (6x5 inches) having a band under which to place the hand, making it more convenient to use than the whole chamois skin. and their flexibility conforming to the contour of the hand and the article being rubbed.

The 20th Century "Rub" is guaranteed not to get hard or crack by being wet; in fact, in "Rub" shape, they are used for washing as a large sponge, and for cleaning and polishing as with an expensive chamois, and for most purposes the "Rubs" are better than either.

A matter of half a dozen of these "Rubs" can be possessed for the price of one whole skin of equal quality, and therefore it seems true economy to have several about for the different classes of work that they, to such advantage, can be put to—as wet and dry, fine and rough work.

As far as a necessarily restricted product will avail, the 20th Century "Rubs" will doubtless supersede the use of the whole chamois skin for general washing, cleaning and polishing purposes; as it comes within the price of a necessity, and not a luxury, as in the case of the whole chamois.

The price is 25 cents each, and soon they will be on sale by dealers generally. Write the 20th Century Manufacturing Company, of 19 Warren Street, N. Y., for full particu-

#### The Reliance Mop Wringer

We call particular attention this month to the announcement of the Lee Chair Company with reference to their Reliance Mop Wringer. They have recently put out a handsome booklet devoted to a full description of this article, showing details of construction and demonstrating



that the wringer lightens women's work, that it has no springs to rust and break, and no complicated gears or rollers to get out of order, while its greatest feature is a



movable follower, so arranged that you do not have to adjust your mop evenly in the wringer, as the movable follower adjusts itself to the position the mop may be in, thereby producing uniform pressure on all parts of the mop.

This month's announcement illustrates several different sizes, but particular attention is called to mop Number O, which has wooden pressure boards, japanned metal parts and sells for only \$1.25. This article is a winner and its low price makes it especially attractive to the trade.

Full particulars regarding this splendid line of mouwringers can be obtained by writing the Lee Chair Company, Oneida, N. Y.

#### Republic Metalware Co.

Every buyer of house furnishing goods knows that the Republic Metalware Company, of Buffalo, N. Y., manufactures the Savory Roaster. The sale of the roaster has been so enormous during the past year that there is not a housewife from Maine to California who does not know of these roasters.

The Republic Metalware Company does not stop with the make of Savory Roasters, however, but manufactures



also the famous "Hustler" Ash Sifters. This is a rotary sifter that sifts out the coal clean without dust or dirt. The ashes are put in a hopper, and the boy or woman of the house turns the handle, which revolves a heavy galvanized sifter, dropping the ashes into the barrel and throwing the unburned coal into a waiting coal skuttle.

It is lots of fun to work one of these ash sifters and they will more than pay for themselves within a short time.

The Republic Metalware Company also makes galvanized ash cans with broad tripple corrugated reinforced strips, securely riveted on, with large malleable drop handles. These are the best and strongest ash cans made and the entire equipment is one that should be known to every house furnishing dealer in the trade.

Full particulars regarding this and the many other metal ware specialties manufactured by the Republic Metalware Company may be obtained by writing to this firm.

#### Gilchrist's High Grade Ice Picks

House furnishing dealers frequently wonder why ice pick points crumble, split and break. The reason is many ice picks are made by hammering a piece of wire with dien achines from 4,000 to 6,000 times a minute, which tapers the wire into a rough point, and although the point is afterwards ground down, the marks of the dies are sometimes left. At any rate, the crystallization of the metal remains, its life and elasticity has departed, and numerous cracks and fractures have been created, so that when the ice pick is put into use the point soon crumbles, splits and breaks.

The ice picks made by Gilchrist are made by an altogether different process. The wire is automatically fed to an emery wheel. The point in its entirety is ground into shape, and there is no chance for the metal being injured, as not an atom is disturbed by the pointing operation, the point is as sharp as a cambric needle and absolutely uniterm and symmetrical throughout its entire taper.

Gilchrist's ice picks are hardened their entire length, not the point only. They are automatically tempered in oil, a thermometer being in the oil; no chance is taken on the skill or lack of skill of a workman, as the thermometer determines the temper.

As a consequence, Gilchrist's ice picks will stand the hardest kind of usage and give the utmost satisfaction to all who use them. All dealers are recommended to write for full particulars to the Gilchrist Company, Newark. N. J.

#### **NEW BASKET IMPORTATIONS**

A visit to the show rooms of the Basket Importing Company, 139 Duane Street, New York City, reveals the fact that this concern has a new line of imported baskets that is larger and better than ever before. The line includes fancy waste baskets, and a bewildering variety of ornamented baskets for different purposes, together with a complete line of willow baskets of the latest designs and shapes. Among the fancy baskets will be found goods especially designed for the Easter trade.

Another section of the show room is devoted to a large line of house furnishing goods and useful kitchen utensils, which has been greatly enlarged to accommodate the trade for 1908. This section includes metalware specialties, woodenware, and all that variety of novelties for which German manufacturers are famous.

Still another section is devoted to what is to all appearances the most complete and extensive line of beer steins ever shown in this country. The steins range in sizes from tiny ones for Baby Gretchen up to steins large enough to accommodate the whole Deutscher family and the daschund.

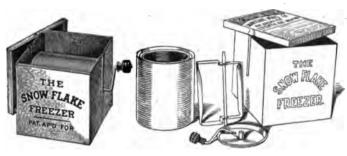
It will pay house furnishing dealers to spend a few moments, or an hour, with the agreeable salesmen to be found at the Basket Importing Company, and the line of goods handled by this concern this year should find immediate sale and offer good profits to the dealer.





#### The Snow Flake Freezer

The Snow Flake Ice Cream Freezer illustrated on the front cover of The House Furnishing Review this month occupies a unique position in the trade. This company is the first to be permitted to insert an advertisement upon the front cover of The House Furnishing Review, and it manufactures a freezer which is without doubt the best and most attractive of any on the market.



The Snow Flake Freezer represents a radical departure from old machines, inasmuch as it is all metal, instead of Leing made of metal and wood. The outside box is of heavy galvanized iron, and has a re-inforced cover. The cover economizes ice, for as everybody knows ice melts when exposed to the air, and this freezer is the only one which does not require the use of cloths, salt and all that when making ice cream, as the cover shuts in the cold and keeps out the warm air.

The cylinder contains the cream itself, and is made of heavy tin. It has a friction cover, which is absolutely water tight, and prevents the salt or dirty water from spoiling the cream.

The dasher is made from black iron, and is heavily tinned. The outside head of the dasher fits close against the inside of the can, and prevents the cream from accumulating on the can. Both upright parts of the dasher are so constructed as to keep the contents in constant motion, thus freezing the cream rapidly.

It takes less than half the ice required by any other freezer to make ice cream, and the machine is absolutely devoid of complex machinery, thus making freezing easy.

The machine is as easy to clean as a tin pail, and becomes a part of the kitchen equipment, as it may be placed on a shelf, instead being so large as to require room in the cellar. It will make ice cream, ices and frozen dessert as quickly, as well as at a far less cost than any other freezer on the market, and do it in less time. The cream once made can be removed from the freezer in as great or as little amount as needed, and the freezer is of such a compact size that it can be kept in the ice box. This removes the necessity of repacking the ice, something of great convenience to the housewife.

The Snow Flake Freezer is made in one, two, three and four quart sizes, and is packed convenient to the trade in crates containing twelve of any size. Circular matter is provided with the dealers imprint on it, if desired.

Dealers are urged to write to the Snow Flake Manufacturing Company, 225 Fifth Avenue, N. Y., for further particulars, and prices and terms to dealers will be found entirely satisfactory.

#### **Dresses for Dolls**

Kahn & Mossbacher, 779 Broadway, New York, are famous the country over for their dresses for dolls, which are made in the latest styles of dresses worn by American children, and represent a distinct departure from foreign dressed dolls, which are frequently turned out in the same styles that have prevailed for fifty years back, never fit well, and cannot be changed or washed.

K. & M. doll outfits, on the other hand, are made from the best of materials, the dolls can be dressed and undressed at will, the goods are washable, and the styles are so thoroughly up-to-date that children's dress manufacturers have not been above copying the designs affected by Kahn & Mossbacher. These outfits include everything from underclothing to the most fancy and pleasing of street dresses, etc., and dolls robed in these outfits frequently are better dressed than many infants we have seen.

Merchants who buy the K. & M. line are at liberty to change their stock at will, so as not to have the same styles carried by competitors, and thus better prices may be obtained, as the line is so complete and varied that there is a wide extent to select from.

It is also a fact that dealers can take their undressed colls, fit them out with a variety of K. & M. outfits, and secure fifty per cent. more than they can obtain from the imported dressed dolls. As this firm advertises: Dress a dollar doll with a dollar outfit, and sell it for \$3.98. This is being done by a great many dealers to their profit and the satisfaction of their trade.

We illustrate here a novelty in an outfit for dressing celluloid dolls, which has proven a great success the past season, and has the advantage of adding a new revenue to this line of dolls. K. & M. outfits also include dresses for jointed toy animals of every kind, including the famous and ever popular Teddy Bears. Orders are accepted for





the dressing of dolls to order, an Oregon college recsending in an order for a Teddy Bear to be dressed football togs, a feature of which was a green sweater v an orange colored "O." Apparently the Irish do not in Oregon. Whatever the combinations require for dressing of dolls, Kahn & Mossbacher will fill the orc and dealers should write for full information and pri to this concern at the address given above.



#### The Alaska Refrigerator Co.

The illustration on this page is a splendid birds-eye view of the immense plant of the Alaska Refrigerator Company, at Muskegon, Mich. This plant was constructed especially for the manufacture of Alaska Refrigerators. The factory is 340 feet long, 60 feet wide, and three stories high. It is built entirely of brick and stone and approved by the underwriters. It has a floor space of 61,-200 square feet. It is equipped with the most modern machinery on the market, and has every possible convenience for the comfort of the employees, and to facilitate the manufacture of first-class refrigerators. This concern has one warehouse, 100 feet long by 60 feet wide, and two others, each 200 by 100 feet, 26 feet high from the floor to the roof. These warehouses have a floor space of 64,-000 square feet, and refrigerators are piled from the floor to the roof providing a storage capacity of 40,000 refrig. erators at one time.

This view of the immense plant of the Alaska Refrigerator Company gives a splendid idea to the trade of how extensive and complete the equipment of this concern is, and may serve to explain why the Alaska Refrigerator is generally regarded as one of the best made and the most up-to-date of any on the market.

#### Argand Gas Appliances:

We desire to call particular attention to the Argand Gas Appliances illustrated on another page of this issue. We show here a three-burner hot plate, which is finished in aluminum, nickle-plated or iron, and is one of a large variety in different styles and size manufactured by the Albany Foundry Company.

The line includes many different ranges, some with broilers, warming closet and shelf, others with oven broil-

ers and low closet, some with the usual oven and broiler only, while the company also makes a range with a six-burner top, oven, low broiler, side broiler and hot-water heater.

House furnishing dealers should write to the Albany Foundry Company, Albany, N. Y., for full particulars and catalogue, and terms and prices will be found unusually attractive.

#### "Men Who Sell Things"

The above is the title of a book by Walter D. Moody, sales manager for Gage Brothers & Company, Chicago, Ill., and published by A. C. McClurg Company, 215 Wabash Avenue, Chicago, Ill.

Mr. Moody's mission in writing the book is to preach the gospel of salesmanship to the "Commercial Ambassador," wherever he may be found. He has been engaged on the work for a year and a half, and it embraces the experiences and observations of a lifetime in connection with the field of salesmanship as viewed from the standpoint of the traveling salesman, buyer, sales manager and employer.

The book is destined to attract the widespread notice of employers, sales managers and salesmen, because of the scrious purpose that actuates the author and the practical truths to be found on every page. Mr. Moody's style is sprightly, and he makes his points in an entertaining manner, but his book is thoroughly practical, and one sales manager in a large mercantile house who looked it over in MS. said that it would have saved him five years of experimenting, if he could have had it at the beginning of his career as a salesman.



#### TRADE PUBLICATIONS

CUSTOM MADE FLY SCREENS.—The A. J. Phillips Company, Fenton, Mich. Catalog showing by abundant illustrations many varieties of wire screens for excluding insects from residences, hotels, hospitals, apartment houses and all places requiring summer ventilation. Hardware for similar purposes is included. Circulars inserted also show various house furnishing specialties made of wood.

GILT-EDGE BROOMS.—The American Broom and Brush Company, Amsterdam, N. Y. Catalog, handsomely illustrated, showing as complete a line of brooms for all purposes, from parlor to kitchen, and from sidewalk to barn, as can be imagined. Whisks of all kinds and shapes are also shown, including an attractive line of bone handles.

ANNOUNCEMENT 1908.—Booklet by Geo. Borg-feldt & Co., New York, announcing a complete line of every variety of domestic and imported house furnishing goods for the season of 1908, including an interesting set of views of their present and former quarters at Paris, Sonneberg, Vienna and Toronto. A handy pocket calendar is enclosed for the convenience of buyers.

BALDWIN DRY AIR REFRIGERATOR.—The Baldwin Refrigerator Company, Burlington, Vt. Catalog handsomely gotten up with beautiful illustrations showing all the styles of Baldwin dry air refrigerators made for family use, together with details of construction, as well as the larger size of refrigerators for use by grocers, restaurants, hotels and others who need those of a larger canacity.

LEONARD CLEANABLE REFRIGERATORS.—Grand Rapids Refrigerator Company, Grand Rapids, Mich. Catalog showing the full line of zinc, porcelain and white enamel fined refrigerators for 1908 made by this well-known concern, and plainly illustrating the many excellent features in the construction of the Leonard Cleanable line. The methods of manufacture are also fully illustrated and interestingly described.

SHERWOOD METAL SCREENS.—The Sherwood Metal Working Company, Syracuse, N. Y. Catalog describing their metal frame adjustable window screens, which are said to be the neatest, strongest and best selling window screen ever produced. The catalog shows many features of construction which indicate this screen is well built, and that they can be attached to windows in such a way as not to interfere with the raising and lowering of them, while at the same time affording ample protection against flies and mosquitoes.

ICE CREAM FREEZERS.—North Brothers Manufacturing Company, Philadelphia, Pa. A neat booklet describing "the best made" ice cream freezer for the year 1908, showing details of construction and the several styles of freezers manufactured by this concern. Ice chippers, ice shavers and other specialties are included, as well as ice cream freezers for caterers and confectioners to be run by power. It would be hard to imagine a better line of freezers than the one described in this booklet.

BATH ROOM AND HOUSEHOLD SPECIALTIES.—The Searls Manufacturing Company, Newark, N. J. A handsome and well illustrated catalog, showing an immense variety of such specialties as bath tub seats, brush and comb holders, carafe holders, match, nail brush, sponge, toilet paper, tooth brush and tumbler holders, cigar rests, hand rail for bath tubs, hooks for robes, coats and hats, mirrors, plate glass shelves, soap cups, towel racks, ring and towel pin and shelves, vase and whisk broom holders, together with other utilities of similar character. The line is complete, ornamental and modern, the combination holders presenting an exceptional variety.

TOOLS AND SPECIALTIES.—The Potter Manufacturing Company, Geneva, Ohio. An illustrated price list of the various Housekeeper's Hardware, Hardware Special ties, Cross Cut Saw Handles and Garden and Floral Tools made by this company. The booklet contains 32 pages, and is replete with such a variety of tools and specialties of the character named as to permit of no detailed description here. The line is complete and prices attractive.

HENDRICKS' COMMERCIAL REGISTER. By the Samuel E. Hendricks Company, 74 Lafayette Street, New York. Price, \$10. A compilation for buyers and sellers containing over 350,000 names and addresses under some 15,000 business classifications of manufacturers and dealers in the architectural, mechanical, engineering, contracting, electrical, railroad, iron, steel, mining, quarrying, exporting and kindred industries, including everything employed in the manufacture of material, machinery and apparatus used in these industries from the raw material to the manufactured article, and from the producer to the consumer. Its value is evident from this outline of its contents, and its usefulness as a mailing list is unequalled The present edition is the sixteenth.

OPALITE GLASS LINED REFRIGERATORS.—A 48-page catalog, with white cover, and handsome color design by Cooper & McKee, Brooklyn, N. Y., showing details of construction of their extensive line of "Opalite" refrigerators. Every variety of household, and grocers and similar refrigerators are shown, and the entire line is as attractive in appearance and price as can be desired. No dealer should be without this catalog.

BISSELL'S NEW YEAR'S GREETING, 1908. Bissell Carpet Sweeper Company, Grand Rapids, Mich. A handsomely gotten up letter on cream colored paper, with an embossed design, the principal feature being a grandfather's clock, hoary old 1907 retiring, and the cherub, 1908, appearing from the base of the clock bearing a Bissell sweeper, assisted by a charming young woman, the color scheme being beautifully worked out in light green and brown. The letter bears good wishes for the year of 1908, and the circular matter enclosed is equal to the best produced by the very capable advertising staff maintained by this company. Attention is called to the extensive advertising campaign conducted in the leading women's magazines of the country, which has created such widespread demand for the "Bissell" as to render every dealer's stock incomplete who carry none.

(Concluded on page 61.)



### SEASONABLE NOVELTIES

Being a List of House Furnishing Specialties Every Enterprising Dealer Wants to Know About in Order to Freshen Up His Stock



HE "Easy Emptying" Grass Catcher illustrated on this page is the latest product of the Specialty Manufacturing Company, St. Anthony Park, Minn., and represents an improvement over the old-style wooden handle catcher they have been making during the past seven years. The desirable features of the New Style Grass Catcher are that they lift off perfectly free from the lawn mower with one hand,

leaving the other free to empty the catcher or drop it entirely; they are made in two sizes, one to fit 12 to 18-inch mowers, and the other to fit 18 to 22-inch mowers; they



are perfectly adjustable to any style mower; they can be adjusted for distance from the ground, distance back from the roller and for width of the mower; when once adjusted, they can be attached or detached instantly. These features have made the "Easy Emptying" Grass Catchers a winner, and the demand for them has made it necessary for this concern to double its factory space.

The Adams Ball Bearing Washing Machine, made by the Hiawatha Manufacturing Company, Hiawatha, Kansas, weighs but 25 pounds complete, rests upon a stand made entirely of steel constructed like a bridge, and so arranged that the tub can be "nested" in the stand when not in use. The tub is made of galvanized iron, preventing leaks, or "falling to staves" as sometimes happens with wooden machines, and for the same reason it is sanitary and easy to clean. The top and dasher are made of selected Louisiana Red Cypress, and the dasher is shaped like a cross and

thoroughly braced with two diamond-shaped galvanized clips. On the under side of each arm of this cross is a galvanized steel loop, two more of which are also placed on the outer end of two of the cross arms. These loops permit the insertion of an unusually dirty garment which can thus be more thoroughly washed. The dasher can move up or down to accommodate itself to the quantity of clothes in the tub, and will wash a single handkerchief or six yards of carpet with equal facility. The only moving part in this machine, the dasher, is securely fastened to a one-piece shaft and crank, which runs on two sets of high-grade bicycle ball bearings, and while in many rotary machines the hand must pass through 12 feet of space to give the dasher one turn and return, with the Adams machine this work is performed in three feet of space, cutting down the labor three-fourths, the ball bearings further lessening friction. These facts may explain why the Adams Ball Bearing Washer is called the simplest, lightest, easiest running and fastest washing machine made. That the machine is a trade winner is attested by the fact that one Kansas concern ordered 496 machines within a year and a half, and say that every machine sold is an advertisement for others.

The Coverts Great American Fish Scaler is not intended for the purpose of verifying "fish stories;" on the contrary, it is guaranteed to remove all fish scales with neatness and despatch, so as to prevent any doubting Thomas from getting the best of a boastful story teller by weighing the fish with its own scales and thus proving short weight. Accordingly, no fisherman should be without one. The appliance is rust proof, will not tear the flesh and scales fish perfectly and easily, making it a very desirable article for household use, or for fish dealers and peddlers. The scaler is made by the Coverts Saddlery Works, Interlaken, N. Y.

The Sunshine Washer, made by the Voss Brothers Manufacturing Company, Davenport, Ia., and illustrated on the next page, "runs easy and washes cleanly." As will be noted, the machine is provided with a fly wheel, and one backward and forward motion of the upright lever revolves the fly wheel five and one-half times and gives the dasher one complete reverse motion. By operating the lever seventy times a minute, the fly wheel runs about four hundred revolutions, which creates a momentum and furnishes power. The main bearings are fitted with hardened bicycle ball bearings, running in specially tempered steel ball cups thus eliminating friction and resistance. As the main gearings on the lid are all enclosed, all chance of accident is done away with. The machine is fitted with a "visible dasher," which adjusts itself automatically to any size washing, and the motion and action of the clothes is in sight of the operator. There is no



iron or wooden center pole projecting through the dasher to grind or tear the clothes, the dasher being free and clean, and adjusted through the head of the machine. The mechanism under the tub is fastened to a hard wood cross, independent of the tub, and the cross is held in position by two steel rods bolted and fastened to the legs. The main genrings are on one solid casting, insuring a perfect alignment of gears. Each machine is equipped with a new improved iron wringer box, and the best of material and construction being used throughout, the Sun shine Washer has come to be known as the most durable washing machine made.

# WHAT WAS THAT SALESMAN'S NAME? A Handy Directory of Gentlemen Who Will Call on You, Representing Manufacturers of House Furnishing Goods

The brief list of manufacturers' representatives printed below consists of those received too late for insertion in our January issue, and two corrections, the names of Mr. Davis and Mr. Bettman, of the Harrington Cutlery Company, and M. Gaudry, of the Pike Manufacturing Company having unfortunately been misspelled in our January list. We take pleasure in correcting these errors, and offer our sincere apologies to the gentlemen concerned.

\*HARRINGTON CUTLERY CO., Southbridge, Mass. (Knives). George Walter Davis, 7 Warren Street, New York; New York City, New England, New York and Pennsylvania; P. H. Bettman, 12 State Street, Chicago; Middle and Western States.

THE S. M. HOWES CO., Boston Mass. W. A. G. Marlatt, Western Massachusetts and Connecticut; R. B. Curtis, Eastern Massachusetts and Rhode Island; E. H. MacKenzie, Maine and New Hampshire; S. B. Smith, large cities of the United States; T. F. Tierney, Greater Boston; George A. Williamson, New York State and Vermont.

\*Correcting misprints in our January list.

\*PIKE MANUFACTURING CO., Pike, N. H. E. Warren Smith, United States and Canada; M. Gaudry, Europe; R. J. Horton, Western Ohio to Kansas; W. E.

Mayo, Southern States: H. W. Busler, Eastern States. REDLINGER MANUFACTURING CO., Freeport, Ill. (Hardware Specialties). Matt Redlinger, the United States.

STAR ENAMELING & STAMPING CO., Pittsburg, Pa. (Sheet metal wares.) J. A. Dorshimer and I. B. Fry, Pittsburg and vicnity; J. S. Andrews, Central Pennsylvania, Western Maryland and part of Virginia; H. R. Kenneweg, Western Pennsylvania, Eastern Ohio and West Virginia; A. Schlesinger, Ohio, Indiana and Michigan; H. Weiss, Illinois, Iowa, Minnesota and Wisconsin; N. Gelb, Kansas, Nebraska, Colorado, Texas, Louisiana, Mississippi, Alabama, Georgia, North and South Carolina and Tennessee. W. A. Taylor, Pacific Coast; H. O. Stansbury, Philadelphia, New Jersey and New York; W. H. Dobson, Northern and Eastern Pennsylvania; N. Schultz, New York State; W. L. Stansbury, Baltimore, Washington and Virginia; F. A. McMann, New England States.

STURGES & BURN MANUFACTURING CO., Chicago, Ill. (Ice cream freezers, spiders, griddles and milk cans). I. W. Campbell, Minnesota; C. E. Holmes, Iowa. WEBSTER COMPANY, North Attleboro, Mass. (Sterling Silver Novelties). E. H. Hofmann, New York City; N. F. Swift, Chicago and West; Frank Waite, Canada and New England; O. W. Clifford, factory.

WHITE ENAMEL REFRIGERATOR CO., St. Paul, Minn. (Refrigerators). William B. Bohn, Western States; H. S. Parks, Eastern States.

WILKINSON MANUFACTURING CO., Binghamton, N. Y. (Toy Wagons and Sleds). E. W. Peabody, New England, New York and Eastern Pennsylvania; A. R. Wilkinson, Western Pennsylvania, Ohio, West Virginia, Kentucky and Indiana.

JAMES R. WOTHERSPOON, Philadelphia, Pa. (Gas and Oil Stoves; Nursery Refrigerators). F. I. Carpenter, New York City; Frank Diel, Northern New York State; A. Buddinberg, Middle West; W. Bunting, Pennsylvania and New Jersey.

J. A. WRIGHT & CO., Keene, N. H. (Silver Cream). Harry E. Williams, Eastern States; Charles L. Derby, Western States.

#### A CANADIAN OUTLET OFFERED

Manufacturers of house furnishing goods of every variety, who desire a Canadian outlet for their products, will be glad to know that Tarbox Brothers, 274 Dundas Street, Toronto, Ont., Canada, have a large warehouse available for carrying considerable stocks of goods, and are in a position to act as distributing agents for any American house that desires to establish such an agency in Canada. Such firms must be prepared to offer Tarbox Brothers absolutely the bottom price on their line, as import duties often make it impossible for this concern to make large sales, unless they have the lowest possible quotations.

Tarbox Brothers are manufacturers and sell their products largely through the wholesale hardware, woodenware, grocery and moulding trades, while they conduct a mail order department separately and have for it exclusive catalogs.

They are now in the market for a first-class can opener, similar to the "Lightning" brand, and for such other American specialties as may be offered.



#### TRADE PUBLICATIONS

(Concluded from page 58.)

THE ALASKA REFRIGERATOR COMPANY.—An 80-page catalog, with a handsome cover, and splendidly illustrated, showing the 1908 output of the Alaska Refrigerator Company, of Muskegon, Mich. The immense plant of this concern, and the details of the construction of their refrigerators is beautifully illustrated, and the line is as complete as can be imagined. Prices will be found attractive, and a copy of this catalog should be in the hands of every dealer.

ARGAND GAS.—A 52-page catalog, done in red and brown by the Albany Foundry Company, Albany, N. Y., showing an extensive and complete line of fuel gas appliances for domestic and industrial purposes. Hot plates, gas ranges, gas heaters, and specialties, such as griddles,

sad iron heaters, asbestos baking sheets, stove mats, jelly cake pans, omelet pans and pie plates, and toasters are more than adequately illustrated, and the prices given will interest the trade. Gas forges, oven furnaces, melting furnaces and blowers are also included.

THE CHEST WITH A CHILL IN IT.—A 16-page booklet, handsomely put together in colors by the Maine Manufacturing Company, Nashua, N. H., makers of the famous "Stone White" refrigerators. Details of the construction of this superior product are clearly described and illustrated, and pictures are shown of the "Stone White" quarry from whence this company secures the material for their clean and sanitary refrigerators. The booklet makes the "Stone White" ice chest appear to be what it really is —the most pleasing and attractive on the market, and is well calculated to increase the already large demand for this article.

#### INDEX TO ADVERTISERS

Adams & Co., J. J	Ely Manufacturing Co., T. J17 Erie Specialty Co. Inside Front Cover Estes & Sons, J. H70 Fogerty & Co., Philip68 Forsyth Manufacturing Co18 Gem Manufacturing CoBack Cover Gilchrist CoInside Front Cover	Nichthauser & Levy
American Ring Company67	H. & H. Manufacturing Co 6	Plunkett, Charles
Andrews Wire & Iron Works65	Harvey Manufacturing Co23	Pritchard-StrongCo. InsideFrontCover
Arcade Manufacturing Co69	A. H. Heisey & Co 46	Quaker Tinware Manufacturing Co.68
Avery Stamping Co Back Cover	Holmquist & Co71	Republic Metalware Co
Baldwin Refrigerator Co	Holt-Lyon Co64	Royal Manufacturing Co69
Basket Importing Co17	Home Exhibits Co63	Rostand Manufacturing Co60
Bigelow, J. F72	Home Metallic. Refrig. Co 12	Rothschild, Meyers & Co.
Bissell Carpet Sweeper Co13	T. W. Houchin & Co72	Inside Back Cover
*Borgfeldt & Co., Geo	H. W. Johns-Manville Co23	Scott, Freeman6.
Browne Manufacturing Co., W. G. 73	*E. E. Josef Man'fg Co.	Scott, I. B
*Buffalo Munufacturing Co.	Kahn & Mossbacher66	Silverdip Co68
*Buffalo Pottery Co.	Harry D. Kirk67	Snow Flake Man' fg Co, • Front Cover
Caldwell Manufacturing Co64	Kleinau & Koch 9	Souweine Manufacturing Co7
Capito Mouse Trap Co68	Geo. S. Knapp71	*Standard Enamelware Co.
*Castle Wilmot Co.	Knorr Ironing Board Co64	Standard Oilcloth Co6
Carter, J. J73	Lalance & Grosjean Man'fg Co26	Star Enamelling & Stamping Co1
Central Stamping Co14	Lee Chair Co	Sternau & Co., S
Challenge Refrigerator Co71	*Leffler, Thiele & Co.	Syracuse Seamping Co
Chapman, C. A10	Lewis & Conger72	Thurnauer & Bro., G. M
Chasse Manufacturing Co72	O. Lindemann & Co68	Towel Rack & Novelty Co7
Chicago Asbestos Table Mat Co14	M, Loewenstein 70	Tribble Co, A. LBack Cove
Clayton & Co70	Maine Manufacturing Co74	Trojan Manufacturing Co7.
Cohn, G22	Manhattan Screw & Stpg. Co66	Twentieth Century Mfg. Co7
Cooley Manufacturing Co67	Manning-Bowman & Co19	Udell Works1
Cooper & McKee	E. C. Marks73	Vandy-Handy Mfg. Co6
Dodge & Zuill64	Markt & Co 2	Vollrath Manufacturing Co., J. J5 White Mountain Freezer Co
Eagle Cooperage Works70	Martcross Co70	White Mountain Freezer Co
Eclipse Manufacturing Co69	National Sweeper Co23 65	White & Son, I. F
Electric Cleanser Co68	New England Enamel Co20 21	Williamson Co., C. T6

\*Periodical advertisers whose announcements will appear in later issues.



#### WANTS

Subscribers may insert want advertisements, such as may be approued by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge. Advertisements for this department must be received not later than the 15th of the month.

CHANGE WANTED—Buyer for China, Toys and House Furnishing Goods wants to make change; ready at any time. Fifteen years' experience in large city of Chicago. Can give best of references. Address S. O., care House Furnishing Review.

POR SALE—Complete stock of China, Glass, Silver and general House Furnishing Goods, with good will of prosperous business established forty years, for sale in thriving manufacturing and summer resort town in Massachusetts at rare bargain. Address Box 42, care House Furnishing Review.

POSITION WANTED—Assistant buyer of House Furnishing Goods desires a position. Five years' experience in large department store carrying \$50,000 stock. Feel confident of taking full charge of small department carrying \$25,000 stock or more. Can furnish best of references. Address A. P., care House Furnishing Review.

WANTED—Buyer of China, House Furnishings, Dolls and Toys, Trunks and Traveling Bags, and Silverware; ten years' experience in Central Western States, large cities, desires position in East or extreme Western territory. Address Experienced, care House Furnishing Review.

WANTED—Demonstrations of any kind in the house furnishing or grocery line for free space in a house furnishing exhibit to be given in largest department store in Lexington, Ky. Address K. K. D., care J. D. Purcell Company, Lexington, Ky.

WANTED—To represent manufacturers of House Furnishing Goods and Hardware Specialties in the city of Milwaukee, on commission basis, to Department Store and Hardware trade. Address Milwis, care House Furnishing Review.

HOUSE FURNISHING BASEMENT FOR RENT—in finest department store in North Carolina. Size, 40x125, completely equipped with fixtures for china, glass and house furnishings. Practically no live competition. Address, the Meyer's Company, Greensboro, N. C.

WANTED—We are manufacturers' agents, and have splendidly equipped offices and salesrooms for handling all kinds of house furnishing goods and hardware specialties. We have a strong selling force; new lines desired. Write Harper, Spencer & Joys, 420-422 E. North Ave., Milwaukee, Wis.

CANADIAN AGENCY WANTED—We would like to establish connections with several American manufacturers of household articles for introducing their goods in Canada. Our large organization and our well established mail order business, together with our ability to carry a large stock, fits us admirably for promoting, the sale of goods. Send catalogues and lowest wholesale prices. Address Tarbox Bros., 274 Dundas Street, Toronto, Ont.

THOROUGHLY EXPERIENCED BUYER and Manager of House Furnishing and China departments is open for a position. Reliable, practical and up-to-date in buying, and can furnish best of references. Address Buyer, care House Furnishing Review.

A RELIABLE MANUFACTURER of tinware in Philadelphia has several good men covering Pennsylvania, Baltimore and Washington. Would like to take up a good line on a commission basis in connection with his own, on account of his line being short. Address Manufacturer, care House Furnishing Review.

WANTED—A few good live representatives to sell our Reliance Mop Wringer to the retail and jobbing trade on commission basis. Address Lee Chair Company, Wringer Dept., Oneida, N. Y.

W ANTED—An experienced china and house furnishing buyer. The Reid & Hughes Dry Goods Company, Waterbury, Conn.

W ANTED—To represent manufacturers of house furnishing goods in the Southern States, on commission basis. Established ten years, and travel several salesmen. Address M. H. Pendleton & Company, Roanoke, Va.

SIDE LINE OFFERED—To salesmen calling on house furnishing goods buyers we offer an opportunity to increase their income easily. Article is well known; sample can be carried in pocket. Liberal cash commission. Address B. E. A., care House Furnishing Review.

HAVE YOU A SON OR DAUGHTER?—Do you want to give them a chance to earn some money? We will pay them a liberal cash commission for subscriptions to The House Furnishing Review. The work is easy and entirely respectable. Ask for particulars. Address Circulation Manager, The House Furnishing Review.

BUYER AND MANAGER of House Furnishing Goods, China, Glass and Toys desires to make a change. Fifteen years of steady experience in cities of 25,000 to 85,000 population. Have been five years in present position. Can furnish best references. Address "Steady," care of House Furnishing Review.

WANTED—A few live representatives to sell our Patented Sad Irons to retail and jobbing trade on commission basis; good position to right parties. Address Patent Sad Iron Company, Department A. W., Reading, Pa.

W ANTED—Agency for Eastern States for large lines of house furnishing goods. Am equipped with ground floor salesroom, basement and lofts, and will carry large stocks. Am already representing good firms, but have room for more. Address L. E., care House Furnishing Review.



Reliance

RETAIL PRICES

Reliance

No. 0
Wood Pressure Boards,
Metal Parts Japanned,
\$1.25



No. 2
All Metal Japanned
\$1.75
All Metal Galvanized
\$2.00





We are going to make an aggressive campaign for the sale of the in all localities. It will be worth your while to co-operate with us. Write to-day for trade prices.

THE LEE CHAIR CO., Oneida, N. Y.

Reliance

"An Ounce of Sight is Worth a Ton of Print."

# THE HOME SHOW

May 2 to 9, Inclusive, at Grand Central Palace NEW YORK CITY

Exhibits of Kitchen Utensils and Equipment, Bath Room Fixtures, China, Crockery, Glass and Table Ware, Lamps and Illuminating Devices, Household Novelties.

## Space Now Being Allotted

For Additional Information Address

The Home Exhibits Co., (Inc.) 52 Broadway, New York

and

GRAND CENTRAL PALACE



# "EASY" Air Pressure Washing Machine

Heats the Water in the Machine

In one single operation the housewife heats the water right in the "EASY" Washer; saves the back breaking work of lifting the water off and on the range, and by regulating the heat of the suds CLEANSES and SWEETENS the Clothes. It is harder to do this in the old way, where the suds gradually cool, which prevents freeing the dirt from the fabric.

'This attachment is made for the regular 'Easy' Washer which is made of Galvanized, open-hearth steel, and operates on the principle of forcing soap suds through the fabrics by AIR PRESSURE.

WRITE US FOR PRICES

We Turn Absolutely ALL Inquiries Over to Our Nearest Dealer

DODGE & ZUILL, Syracuse, N. Y.

# Gem Nutmeg Grater Utilizes all of the Nutmeg



Rotary Motion.

Fastest, Easiest Grater on the Market Sold by Display Easel.

Caldwell Mfg. Co.

Rochester, N. Y.

# **THE KNORR**



PATENT APPLIED FOR

# IRONING BOARD

## =50% Profit-No Come-Backs=

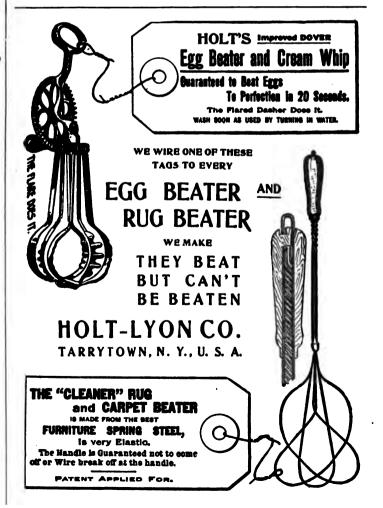
¶ The Knorr Ironing Board is the cleverest labor saving device of its kind on the market. It combines in one compact design a shirt-waist board, a sleeve board and an ironing board for all general purposes. ¶ The clamping device is the strongest, simplest and best made, holding the board firmly in place, making it stable as a rock, yet the clamp will not mar the table or shelf to which it is attached. ¶ The Knorr Ironing Board is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29x30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and built on honor.

Our printed matter furnished to dealers makes

**QUICK SALES** 

Terms and particulars from

The KNCRR Ironing Board Co.
415 Genesse St., Rechester, N. Y.





# Higgins Perfect Flue Step



Reversed for papering over.

(PATENTED

formerly made by G. A. Higgins & Son.

Locks tight in the Flue.

The Thumb
Screw expands
the Flat Steel
Springs.



Showing fac and side.

¶ No wind or gas explosion can blow it out.¶ Its sales have steadily increased for years.Now made by

ANDREWS WIRE & IRON WORKS.

ROCKFORD, - - ILL.

Send for Catalogue.

It Pays to Sell Good Merchandise.

"Andrews Specialties" are in that class and pay good profits.

Vrooman's Sink, Strainers Higgins Flue Stops "Androck" and Ideal Carpet Beaters High Grade Wire Goods



# Every Buyer of

# **CARPET SWEEPERS**

## Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

That Nationals are made in the most complete sweeper factory in the world.

That Display stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE.



There's something new in carpet sweepers that IS new—ask us.

3-3-

Get in early. Write to-day.

**43**~

## NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

# MINIATURE LIGHTS



THE KIND OUR FOREMOTHERS USED

3030

They're the fad now, and if you pretend to keep your store up-to-date, you need an assortment in stock. . . .



They make beautiful window and counter displays and sell at a good profit to the dealer. . . . .

Made in a great variety of styles and prices.

Ask for our Art Catalog

Rostand Mfg. Co.





OFF THE DIRT"

IT is sound sense to sell a well-advertised article—something for which there is already a well-established demand.

### SELL SANITAS

**SANITAS**, the widely known washable wall covering, is so well advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

**SANITAS** has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—dust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES.

The Standard Oil Cloth Co. 320 BROADWAY, NEW YORK

THE -

# Royal Inverted Gas Burner

New Goose Neck type Inverted Burner employing new needle valve



No. 300 Royal

#### **GUARANTEED**

To work satisfactorily on both natural and artificial gases.

To work under all pressures

To give highest candle power light per cubic foot consumption of gas

#### **WILL NOT**

Flash-back, flicker nor carbonize

#### **PRICES**

Not higher than you expect to pay—may be lower

Write for information pamphlet B

Manufactured by

MANHATTAN SCREW AND STAMPING WORKS 67th Street and West End Avenue, New York



# K. & M. OUTFITS

FOR

# DOLLS and BEARS

Have resulted in immediately increased sales. As a matter of fact, they

# Have Created A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . \$1.00 To a Dollar Doll, and you have a - . 1.00

Three Dollar and Nine-Eight Cent combination that will sell faster than you had thought possible. . \$3.98

Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not miss this opportunity in 1908.

Our New Line is Ready for Inspection,

KAHN @ MOSSBACHER

Makers of Doll Outfits

779 Broadway,

New York City

# THE **~**00LEY-LARPET BEATER

## Will Make Trade

It is perfectly constructed, retains shape, and wears well. Handles will not turn or come off.

We also manufacture Suit Hangers, Pants Hangers, Pot Lid Holders, Calf Weaners, Hose Supporters, Hat Racks and other Wire Novelties

Special Prices for 1908.

Agents Wanted.

Good Profits.

Cooley Mfg. Co., 103-105 S. Canal St. CHICAGO. 111 CHICAGO, ILL.

# **VANDY** by Name



VANDY-HANDY

CLOTHES-PIN BAG

Handy by Nature

VANDY-HANDY

A Unique, Practical, Inexpensive and Profitable article for holding Clothes-Pins which you and your Customers will be pleased with.

**EXPLANATION** 

The clothes-pins are put in through the wire mouth at the top and taken out from the opening in the side of the bag, which always faces you while it is in use on the line or at the side of the window.

The VANDY-HANDY is made of strong material and has a capacity for holding 200 Clothes pins.

Get them on your counters soon. Display them and they will sell themselves.

VANDY-HANDY MFG. CO., .

Newark, N. J.

# KIRK'S Tooth Brush HOLDER



The Best 10c. Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. Every Well Appointed Bathroom. A Necessity in

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, III.

Attractive in Design-Strong in Construction



Made of BRASS. Heavily Nickel Plated and Highly **Polished** 



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn. Manufacturers of Cast and Wrought Brass Colonial Candlesticks, Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFIGES { New York, 1 Hudson St. Chicago, 508 Heyworth Bidg Boston, 170 Summer St. San Francisco, 1122 Ellis St.

# BATH ROOM ACCESSORIES GOOD EASY SELLERS

CORK EXTRACTOR. **CROWN OPENER** and SEAL LIFTER



C. T. Williamson Wire Novelty Co. 58 Badger Avenue, Newark, N. J.





No. 1
All Metal Japanned
\$1.50
All Metal Galvanized
\$1.75



No. 2
All Metal Japanned
\$1.75
All Metal Galvanized
\$2.00



Reliance

We are going to make an aggressive campaign for the sale of the in all localities. It will be worth your while to co-operate with us. Write to-day for trade prices.

THE LEE CHAIR CO.,

Oneida, N. Y.



# OPALITE GLASS LINED REFRIGERATORS



Positively Sanitary—Easily Cleaned. The "Neptune Insulation" used in these Refrigerators is the best non-conductor of heat known.

Extra heavy doors, metal ice racks, steel wire mesh shelves, removable waste pipe, round corners and cabinet finish are only a few of the notable features of the "Opalite."

ASK FOR CATALOG OF FULL LINE

Manufactured by

# COOPER & McKEE

113, 115, 117, 119, 121 Lorimer Street 146, 148, 150, 152, 154 Middleton Street

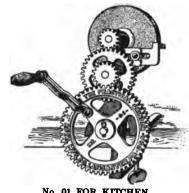
Office

119 Lorimer Street

Brooklyn, N. Y.,

U. S. A.





No. 01 FOR KITCHEN

## The "Practical" Knife Grinder

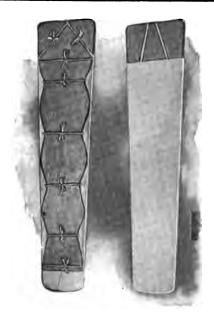
- A simple Kitchen Knife Grinder within the means of almost every house-wife.
- ¶ Made of Alundum, the sharpest and most durable abrasive known. Clamps to table or shelf and measures 101 inches in height. Cutting Wheel, 31 inches x
- ¶ Other sizes up to 6 inch Cutting Wheel in hand or foot power for every purpose.
- Abundant literature to promote sales, and handsome display stand free.

Write for prices, and "Practical Talks About Practical Grinders"

ROYAL MFG. CO., 102 E. Walnut St., Lancaster, Pa.

A good cook will quickly see the merits of this cake turner. The grease passes through it instantly and leaves the food light and tempting. handle gives a firm, cool grip and is easily cleaned. It is made entirely of steel and will last a lifetime. Costs no more than the poor ones. Our catalog should be in the hands of every dealer. ARCADE MFG. CO., FREEPORT, ILL. NEW YORK AGENT





# OUR ADJUSTABLE IRONING BOARD PADS

are made of the best quality of stout muslin, enveloping a thick layer of soft felt, making the **best possible ironing surface.** They are easily **adjusted** to boards of any style or shape. When the top surface is soiled the pad may be **reversed**, or the felt withdrawn, and cover washed.

Geo. W. Johnston, 341 Broadway, New York, representing Philadelphia, New York City and New England States.

## ASBESTOS TABLE MATS OUR PERFECTION

GUARANTEED TO PROTECT THE DINING TABLE. HEAT-PROOF AND WATER-PROOF



Made to cover the entire table top. Fold into small compact size. Extend to length of any table. Detachable and washable covers.

ALSO ROUND AND OVAL PLATTER MATS, SIX SIZES
Write for Samples, Circulars and Prices

CHICAGO ASBESTOS TABLE MAT CO. 760 WEST LAKE STREET, CHICAGO, ILL.

# OUR PERFECTION IRON HOLDERS

Are the best on the market. They are made of a thick felt pad inclosed in a strong flannel cover, treated with a chemical solution which makes them

**HEAT-PROOF** 





## GOODS MANUFACTURED THE CENTRAL STAMPING CO.

24 CLIFF STREET, NEW YORK CITY, and NEWARK, N. J.



Besides "STERLING-ALUMINUM ENAMELED WARE" we manufacture the following full Lines of Goods: Deep Stamped Ware, Shallow Stamped Ware, Tinners' Trimmings, Metallic Sieves, Spoons, Japanned Ware, Extra Heavy Japanned Ware, Tea Trays, Common Pieced Ware, "U. S." Pieced Ware, Heavy Polished Pieced Ware, Planished Ware, Britannia Ware, Copper and Brass Ware Goods, Nickel and Plated Ware, Milk Kettles and Dairy Supplies, Sheet Iron Ware, Galvanized Iron Ware.

#### Our New Tin Ware is the Heavy Sort PURITAN WARE—Send for Catalogue

COAL MOSS. We wish to call your special attention to our New "Columbia" Coal Hod, which has a deep foot, large wire at top and made of heavy material, which makes it a great seller. We also make our high-grade goods, the "Central" Coal Hods, which are still heavier goods, and are made for the best class of trade. We make all these goods in sizes 15, 16, 17 and 18 inches, Open and Funnel, Black and Galvanized, and Black ornamented. On the "Central" Coal Hod we furnish the Spiral Handle on Bails.

ASH AND GARBAGE CANS. We have a large and complete line of all grades. The "Giant" is unsurpassed as to strength and durability, to which we call your notice.

Oil WASTE CAMS. We also make a full line of Galvanized Iron Ware, and can fill all orders promptly. We will furnish booklets for any of these articles, or a catalogue, covering our entire line of goods, upon application.



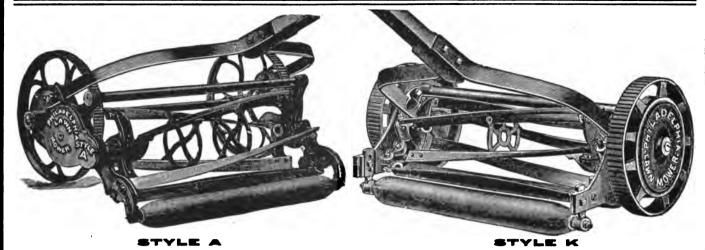








# GENUINE PHILADELPHIA LAWN MOWER



17 Styles Hand and 5 of Horse Mowers. 3 to 8 Blades, 61 to 12-inch Wheels
THE LARGEST LINE OF HIGH-GRADE MOWERS MADE.
SOME ARE ADAPTED TO ALL MARKETS OF THE WORLD

# The Philadelphia Lawn Mower Company

3101 to 3109 CHESTNUT STREET, PHILADELPHIA, PA., U. S. A.

London Warehouse, 14 and 16 Scrutton St., Finsbury, E. C. New York Salesroom, 18 Warren St. H. E. Sturtevant, Mgr

# Nichthauser @ Levy

Office and Salesrooms: Java and Provost Sts., Brooklyn, N. Y.

MANUFACTURERS OF



Tin Ware, Japanned Ware, Galvanized Iron Ware and Oil Cooking Stoves

As well as

HOUSE FURNISHING SPECIALTIES THAT SELL ON SIGHT

We make Cake Closets and Roll Top Bread and Cake Boxes in Assorted Colors





Den't fail to call on us or send for latest catalogue



















The well and favorably known

"Blue and White"





old style, gray mottled enameled ware. We positively give the buyer more for his money in this. grade than can be had in any other MAKE, GRADE or STYLE of ENAMELED

WARE.

ized enameled ware is the most attractive ware on the market without exception. It is a most beautiful color, very durable and an easy rapid seller at a POPULAR PRICE.





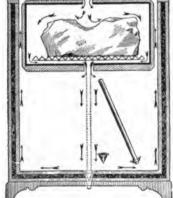
Write us NOW for New 1908 Catalogue and Revised Price List

Pull Lines of Both Wares, Best Designs Manufactured by

Star  $\rightarrow$  Enameling and Stamping Co. Pittsburg, Pa.

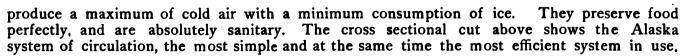


# Best Refrigerater Quality Means Alaska Quality



Our plant, constructed expressly for the manufacture of refrigerators, equipped with the most modern machinery in the market, is one of the most complete plants of its kind in the country.

# Alaska Refrigerators



ASK FOR COMPLETE CATALOGUE

ALASKA REFRIGERATOR CO., MUSKEGON, MICH.

L. E. MOON, Eastern Manager, 35 Warren St., N. Y.



"An Ounce of Sight is Worth a Ton of Print."

# THE HOME SHOW

May 2 to 9, Inclusive, at Grand Central Palace NEW YORK CITY

Exhibits of Kitchen Utensils and Equipment, Bath Room Fixtures, China, Crockery, Glass and Table Ware, Lamps and Illuminating Devices, Household Novelties.

## Space Now Being Allotted

For Additional Information Address

The Home Exhibits Co., (Inc.) 52 Broadway, New York

and

GRAND CENTRAL PALACE

### SHALL BE PLEASED TO HAVE INTERESTED VISITORS CALL AT OUR OFFICE, 19 Warren St., Kear Broadway.

## HEAT AND LIGHT IN ONE

WITH THE CONVENIENCE AND AT THE COST OF LIGHT ONLY



No Waste or Odor-No Smokelor Dirt No Dangerous Rubber Tube Connections. **RETAILS AT \$1.25** 

People knowing about these are sure users. Winter is just commencing. We are shipping quantities every day now to new trade in all directions

### CHAMOIS

in practical, economical shape—For washing, cleaning and polishing windows and all glass-Hardwoods and Furniture, Metals, &c.

#### 20th CENTURY CHAMOIS "RUBS"

are made up very full of chamois "trimmings" of good size which would otherwise be available for watchpockets, knitecases, etc., and so must not be confused with worthless bits of "scrap."



Every piece in these Rubs warranted Best Oil Tanned. Not to become hard or crack by use in water. Strongly backed on canvas. Their flexibility conforming to shape of hands and article

#### rubbed. RETAILS AT 25 Cents EACH.

Households, Hotels, Stores, Shops, Garages, Stables, about Machinery, aboard Boats, Railroads, Fire Departments, Are all becoming users of 20th Century "Rubs."

SHOW CARDS AND CIRCULARS SUPPLIED DEALERS 20th CENTURY MFG. CO.

# ICE CREAM **FREEZERS** THAT SELL

THEY ARE Weli Advertised In Demand Easily Sold Satisfactory in Use





THEY EXCEL IN **Easy Running** 

**Ouick Freezing Economy** Convenience

**Practical Results** 



THEY ARE SOLD BY LEADING **JOBBERS EVERYWHERE** 

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book; illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U.S.A.

# THE LARGEST TRADE WINNER !!!

# THE PORTABLE BATH SET

ALWAYS READY.

CONVENIENT EVERYWHERE







## A MIRACLE IN MECHANICS

"The Famous" Nickel Plated Bath Room Fixtures The Neverust Portable Bath Set

















# The H. @ H. MFG. CO.

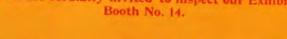
BRASS, COPPER AND NICKEL WARE

Office, Salesroom and Factory:

554-562 West 25th St., New York, N. Y.

You are cordially invited to inspect our Exhibit





# 33-45 23-28

HERE is nothing mysterious about these figures; they simply signify that a new line of High Grade Brass Bath Room Fixtures that can be retailed at from 25c to \$1.00 are illustrated in our Latest Catalog on pages 33 to 45. The Copper, Brass and Tin kettles are shown on pages 23 to 28. There is more to say, but we would rather mail you our Catalog No. 6, which speaks for itself. May we send you one with discount sheet?



The H. & H. Manufacturing Co.

550-562 W. 25th Street, New York City.





# BALDWIN REFRIGERATORS DRY AIR



E WERE THE FIRST TO TALK ABOUT **Dry Air** in Refrigerators—about 35 years ago.

And "they" laughed at us—said it was an impossibility. A refrigerator with wet ice in it just had to be damp.

Now they call theirs "dry air" so we must have been right.

But now, same as 35 years ago, the Baldwin is the only perfect dry refrigerator on

the market.

Baldwin air circulation—different from the others—does it.

Our catalogue shows 150 styles of the "Dry Air" kind — a line of them will please you.

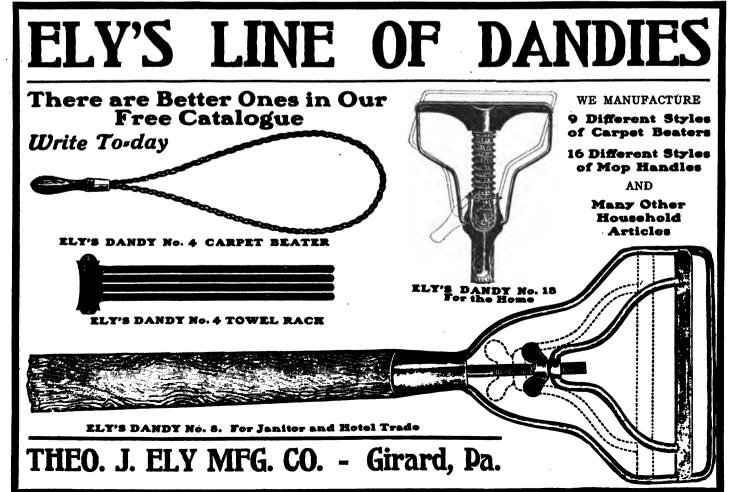
Lined with Opalite Glass, Vitrified Steel or Porcelain, White Tile, Vermont Spruce and Metal, Oak, Ash and Softwood Cases.

# **BALDWIN REFRIGERATOR CO.**

BURLINGTON, VERMONT.

H. E. STURTEVANT, 18 Warren St., New York City. C. H. SMITH, 707 West 23d St., Los Angeles, Calif.

W. P. HORN CO, 138 Front St., San Francisco, Calif.





# A PERMANENT

## OF ENAMELED AND























Visiting buyers will find it to their best interests to make a careful inspection of the goods which will be found in our show rooms at 736 Broadway. Here we display samples of everything that is made in Enameled and Galvanized wares.

Ideal Double Coated Gray Steel Enameled Ware

New England Gray Steel Enameled Ware

Turquoise Blue (White Lined) Steel Enameled Ware

Full Line of Samples Displayed

# The New England

Factories: MIDDLETOWN, CONN.

# H. GINSBURG

736 Broadway

# EXHIBITION=

**GALVANIZED WARE** 





Special attention of the trade is called to the fact that we are the only manufacturers working independently of any association or trade agreements, and that it is to your interest to obtain our prices before you place your orders.

Also a Full Line of Galvanized and Tin Ware





at Our New York Sales Room

# Enameling Co., Inc.

Blue and White Steel Enameled Ware

All White Steel Enameled Ware

AND PORTLAND, CONN.

Selling Agent

New York City

















# "BENGALIA"

# Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!

Can be adapted to any ordinary D collar lamp.

Unaffected by wind.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price

\$4.00 Complete

Liberal
Discount
to Dealers



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

No Danger

Non-Explosive

One live dealer wanted in every town to handle our specialties.

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agent for the KEROSENE INCANDESCENT BURNER.

# G. COHN & COMPANY 337 BROADWAY NEW YORK

Digitized by Google

# = TO VISITING BUYERS =

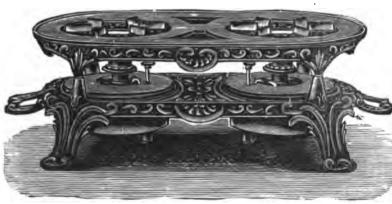
Your New York visit will not be complete if you fail to call at our show rooms at 337 Broadway or at

Our Booth in the House Furnishing Goods Show

In either place we will be pleased to prove by demonstration all our claims regarding "Bengalia" Lights and Stoves.

# "Bengalia" Alcohol Blue Flame Cooking ABSOLUTELY SAFE. ODORLESS.

No. 6 With 2
Brass Founts.
Heavy Bronzed
Cast Iron Stove.



No. 7 With 2
Galvanized Tin
Founts. Heavy
Bronzed Cast
Iron Stove.

Also in round shape, with beautiful brass fount, blue or white enameled body.

Consumption, one quart in 18 hours. Boils one quart of water in 5 minutes.

# G. COHN & COMPANY 337 BROADWAY NEW YORK



# Mr. Buyer!!!

Here is a trade-pleasing, trade-winning, trade-holding proposition, with liberal profits and absolute security for you against loss. You don't have to tie up a lot of money in the goods—you can put in a line of Patent Sad Irons for an exceedingly small investment.

**PATENT SAD IRONS** move quickly. Their improvements are so radical that they are instantly appreciated by every woman who sees them.

**PATENT SAD IRONS** almost sell themselves. You cannot be too loud and emphatic in their praises. They will live up to every claim you can possibly make for a sad'iron.

Here are some of their selling points:

#### MOST DURABLE IRON ON THE MARKET.

Patent Lock Attachment—the most simple and easily operated lock made.

Holds cover tight and firm—no loosening of cover or vibrator while in use.

Iron holds heat twice as long as ordinary kind.

Every Patent Sad Iron beautifully finished and highly polished.

Scientifically molded to produce best results.

Does the ironing quickest and with least exertion.

Saves backache-tired arms.

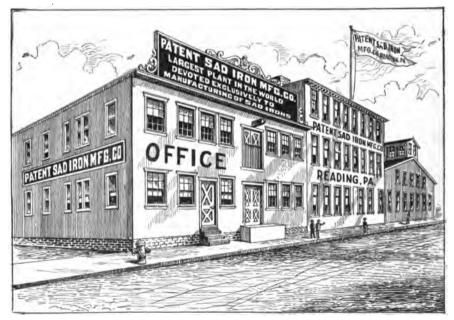
# Patent Sad Irons

Put this proposition up to your trade. Large department stores and supply houses have already proven Patent Sad Irons to be the best Sad Iron proposition on the market. You can do the same. Yet we ask you to take no chances.

We **GUARANTEE YOUR SALE** by taking back the goods and crediting you with them, if at any time you become dissatisfied.

Get our free booklet with illustrations of the 7 sets of Sad Irons we make. Don't delay. Write for it to-day.

WANTED Good live representative to sell our Patent Sad Irons to Retail and Jobbing Trade. Address the Reading office.



THIS IS WHERE WE MAKE PATENT SAD IRONS. We are down in the heart of the iron country and can make goods at minimum cost. This means something to you in price. We are equipped to turn out 1,000 sets of Patent Sad Irons a day and can fill rush orders at short notice.

## PATENT SAD IRON MANUFACTURING CO.

FACTORY: 1444 Mulberry St., Reading, Pa.

**KEW YORK OFFICE: 114 Fifth Avenue, New York** 

# Popular Stoves Burning Alcohol

The Newest Alcohol Gas Stove Simplest Most Effective.



"Sunburst" Trade Mark Registered

Trade Mark Registered.

Burner Patented

So that it cannot overflow when alcohol is pressed into rim for starting.

This Stove is made in Brass Pelished and Brass Nickel Plated. Packed separately in bex, a tag'on each Steve with full directions.



Alcohol Gas Stove









We manufacture a very full line of goods using alcohol, either wood, grain or denatured.

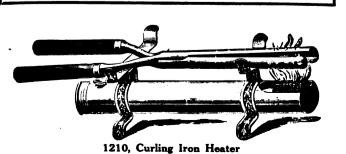
Consisting of stoves burning alcohol as well as those vaporizing the alcohol and burning the gas thus made.

Curling Iron Heaters, Alcohol Torches, Etc.

A large line of Household Specialties always on hand.

THOS. W. HOUCHIN CO.

341 Breadway, Now York.





Ideal Alcohol Gas Stove



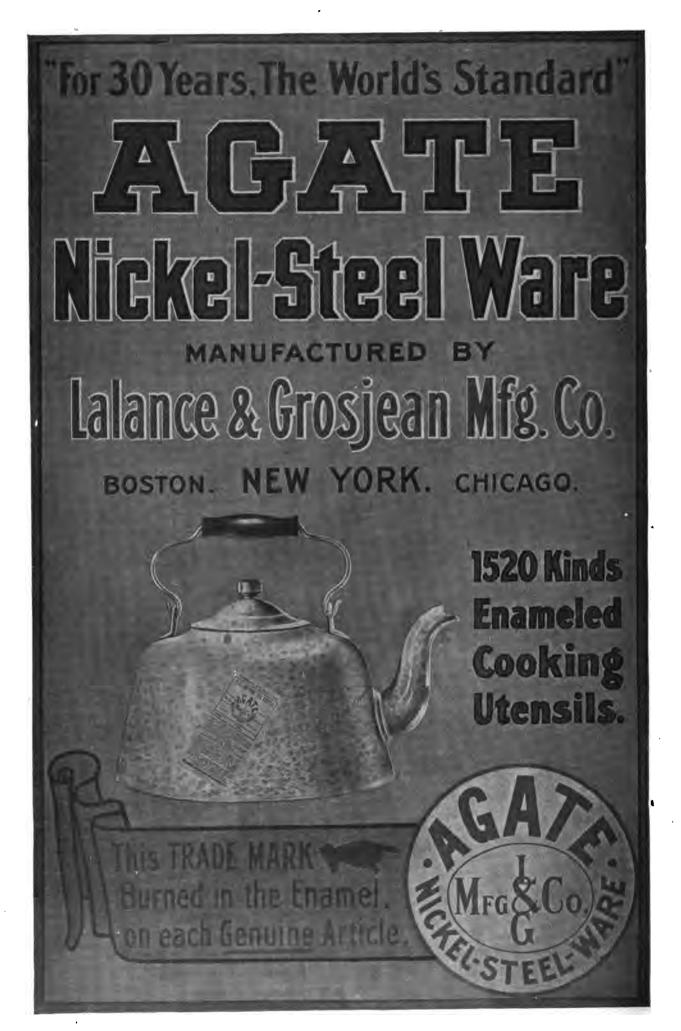
1020





Perfection







Vol. XXVIII

New York, March, 1908

No. 3

### IS THE SMALL DEALER DOOMED?

How the Trolley Has Cut Into the Business of Small Dealers, and Brought Competition With City Stores Right to Their Doors



HE DAY of the small dealer is ended," said Mr. John J. Reed, manager of the House Furnishing Department of The Snellenburg Store in Philadelphia to the REVIEW recently. "There was a time when any man of fair business ability could invest a few thousand dollars in a stock of goods composed of china, crockery, glassware and house furnishings in almost any city or small town and make a good living. Today such a man is far better off if he offers his

services to a large department store, and spends his time, thought and energy in building up trade for the department devoted to such lines, and contents himself with drawing a salary free from worry and care instead of striving to pacify creditors and make ends meet.

"Whatever might be said against the department store—that it has killed off the 'small merchant,' makes it impossible for the man with limited capital to compete for trade, and all that—it is none the less true that the department store has come to stay. We are dealing with conditions, not theories, and we must look matters squarely in the face when talking about the future of the small dealer.

"It is my personal conviction that the small dealer is doomed. Modern combinations of capital, the public demand for goods of better than the average quality at 'bargain prices,' for convenience in shopping and for a large variety of goods to select from cannot be met by a man with limited capital. Department stores have taught the buying public in city, town and country to expect as their natural right privileges the small dealer cannot guarantee them-such as the ability to walk into a store and furnish a new home from cellar to garret, coupled with a guarantee of satisfaction or goods returnable for exchange. As people are bound to observe no other law than that of economy and convenience, they are certain to pass by the small dealer and patronize department stores.

#### Personal Pride and City Stores

"Another factor not to be overlooked, particularly in small cities, suburban towns and country

villages, is the element of personal pride—there is a look of prosperity and success when the delivery wagon of a large and well-known department store drives up to the door every now and then and leaves something. Neighbors talk, and are much more impressed than they would be if the shabby outfit of the average small dealer made similar deliveries, no matter what the quality or cost of the goods.

#### Wide Extent of Department Store Competition

"Just stop to consider for a moment the situation of the average small dealer. If he is in business in a city like Philadelphia he has a large population to draw from within a radius of half a dozen or a dozen blocks of his store, or possibly a wider area, if he is located on the outskirts of the city. Out of the hundreds of people living in his territory, however, how many will patronize him? The woman who needs some kitchen utensil and needs it right away; but when it comes to buying a quantity of goods for which she can wait, who gets the business—the small dealer or the department store? Those who know the average woman's love for shopping and bargain hunting will tell you quickly enough. The trolley passes within a short walk of her door and in a few minutes she is down town.

#### Where the Country Dealer Comes in

"If the small dealer is doing business in the country, he has one advantage over his city brother—the trip to the city is longer in time and car fare, and more people find his store convenient than do those in the city, though this advantage is in a measure offset by the fact that he has fewer people to draw upon for business.

"Even this slight advantage is fast disappearing with the rapid extension of the trolley service into the country in almost every populous section in the United States. Few small towns to-day are more than an hour, or perhaps two hours' ride from a large city and the trolley fare is very small indeed. The department stores are reaching out for the country trade and extending their delivery system to cover wider areas of territory. They are aided by the fact that many express companies utilize the trolley tracks for express and baggage cars.

#### The Mail Order End

"Department stores in all large cities are also doing a big mail-order business, and no small proportion of our annual sale of crockery, china, glassware and house furnishings is obtained through this service. They send out catalogues, abundantly illustrated and carefully priced, free delivery is given within a specified district, frequently extendiung 100 miles, as in the case of a certain New York department store, and country people are thus enabled, without leaving their homes, to buy the best goods their city friends can buy at no greater cost and with much less trouble, for the store does their shopping for them while their city friends must go to the store to make their purchases. In a word, the trolley has brought the competiton of the department store right to the very door of the small dealer in the country distrcts.

#### His End is in Sight

"It is for this reason, I believe the end of the small dealer is in sight. I think he will be happier, sleep better, and earn a better living if he goes out of business and joins forces with the city department store, or invests his few thousands of dollars in a field where competition with large capital is not so keen—the latter alternative being difficult to find, I must admit. From observation and experience I should say, therefore, that it is along such channels of trade the small dealer of the past is to find an honorable and profitable future."

#### **BE A TOP-NOTCHER**

Why not be a top-notcher? A top-notcher is simply an indivdual who works for the institution of which he is a part, not against it.

He does not wear rubber boots and stand on glass when he gets orders from the boss. He is a good conductor, and through him plays the policy of the house. The interests of the house are his—he is the business and he never separates himself from the concern, swabbing the greased chute, by knocking on the place or management.

A top-notcher never says inwardly, or outwardly, "I wasn't hired to do that," nor does he figure to work exactly eight hours, and wear the face off the clock.

He works until the work is done and does not leave his desk looking like a map of San Francisco after the shake-up.

As a general proposition, I would say that topnotchers and cigarettists are different persons. A top-notcher prizes his health more than a good time. Sore heads and belliackers are usually suffering from over-eating, lack of oxygen and loss of sleep.

If you want to be a top-notcher beware of the poker proclivity and pool-room habit—otherwise, destiny has you on the list.—ELBERT HUBBARD.

## THE ARGUMENT FOR THE SMALL MERCHANT

The Opportunities for Increased Trade are Good and Profits are Greater Than Ever Before. The Requirements Needed for Success



E WHO SAYS the small dealer is doomed must refer to a certain class of merchants who are rapidly becoming as extinct as the "Dodo" and other monsters fabled in history—the merchant whose stock of goods consisted of joblots; whose shelves were loaded with relics of by-gone days; whose

store was covered with cobwebs and dirt, was as dark as Egypt whose personality was of a roughness characteristic of pioneer days; whose beard was yellow with tobacco juice, and whose language savored of the barroom. This type of merchant survives at country cross roads, and certain other quarters of the United States, but as the population increases and civilization advances upon the less populated communities, he is being eliminated. He has served his day and generation and he will survive only so long as he is needed.

#### No Limit to What Ambitious Men May Accomplish

But the small merchant, who serves his community intelligently, provides goods and service suitable to local demands, advertises his wares in the right way, and keeps fighting for his share of trade has a future that is as bright as ever—indeed, knowledge of how to organize a successful business is being spread so broadcast by newspapers, magazines and trade journals these days, personal ability counts for so much, and capital is so readily obtainable for corporate undertakings which merit a larger field that there is really no limit to what the small dealer may do who has the ability and energy to succeed in a large way.

There is Woolworth, famous the country over for his chain of five and ten-cent stores, stretching from the Atlantic to the Pacific, and who started out with a few hundred dollars, indomitable pluck and the will to succeed.

There is John Wanamaker, Marshall Field and many other names to conjure with, all of them starting in business as "small merchants," but who were not satisfied with small achievements. Their success is not to be duplicated by every small merchant, it is true, but there are those who will equal their attainments in the future with nothing to hinder the accomplishment of such results.

#### The Oualities That Win Success

The men who win success are the men who are blind to the chances against them. This does not mean that a man should not weigh every element that makes for success or failure in the conditions that confront him: it means that, counting the costs and overcoming all obstacles, the men who succeed do so in spite of every adverse circumstance.

"Where there is a will, there is a way," runs the old adage. The point is: To succeed, have the will, and then find the way.

"I will fight it out along this line, if it takes all summer," said General Grant, and by his determination and bull dog tenacity of purpose, he finally won the war that had threatened the disruption of the United States.

The man who is struggling with small capital and working under adverse conditions to make increased profits that mean for him a bigger store and a larger share of the trade of his community, may sometimes lose heart and say, "It's no use." But he should remember that others have faced difficulties as great and succeeded. He may take heart from knowledge of this fact and strive more diligently than ever to find a way out. The paths to success are there, and if he will study his weak points and the weak points of his competitors; if he will strive to find out what most people in his field want and supply their needs; if he will make known by abundant advertising what he has to offer the public in the way of service, goods and the things they most desire, he need not fear for the future—success is sure and a constantly increasing business certain.

#### The Value of Appearances

The small merchant who courts success must remember one thing—people will forgive a man everything but being out-of-date. Let any department store, to-day at the pinnacle of prosperity, fall behind in its merchandising methods, lower its tone and its atmosphere of success, and its failure is as certain as Death, no matter what its capital, location and all that may be.

The chief reason why small merchants remain, small, or eventually fail, is not lack of capital; it is lack of enterprise. "Nothing succeeds like success," runs the old saying, and certainly appearances count for a great deal in merchandising, as in everything else.

The chief distinction between a dinner for a dollar and a half and a quarter dinner, is that the \$1.50 layout is served at Delmonico's, or some other restaurant, with music and frills and a high-sounding name, while the quarter meal is put up by some quick-lunch hash-house, that makes no pretentions at style.

How many small merchants realize how much appearances have to do with their success. This applies to dealers in small towns, in villages, or in cities, and as much to one as the other. A little reflection on this point will teach the average merchant a much-needed lesson. It is a fact, plain to all observers, that all successful stores are characterized by the appearances of success—a good store front, suitable signs, plenty of newspaper advertising, attractive store interiors, clean-looking, well-arranged stock, pleasing and capable clerks, and delivery wagons that are a credit to the store. If this fact means nothing to the small merchant his case is hopeless.

#### Strength of the Small Dealer

We are told that the small merchant is doomed because the department store has carried its competition into the enemy's territory through the agency of the trolley, and the mail-order department—that is, the department store advertises extensively throughout the country districts, and in the small towns adjacent to its location, and sells its goods either through the mails or by offering to refund the fares of those who will take the trolley to town and buy in person. The contention is that people are learning to use the small merchant as a convenience, but are buying the most of their goods of the large city merchants, who can offer them immense stocks of modern goods to select from at lower prices than the small merchant can offer.

This argument sounds good, but it does not bear close inspection. It argues that the small merchant is in no position to compete with the modern department store system, that the city department store can undersell him, can take his trade away from him, and deliver goods quickly enough and cheaply enough to satisfy the legitimate trade of the small merchant better than he can himself.

All this is true, if the small merchant is willing.

The small merchant has local pride in local industries in his favor, has knowledge of local demands, personal acquaintance with everybody in his community and has the all-important advantage of being on the ground—people can, if they are offered the slightest inducement to do so, come in and select what they want without spending time and money on the trolley car, or putting up cash in advance for goods they have not seen, if they buy by mail, and take a chance on such goods proving unsatisfactory.

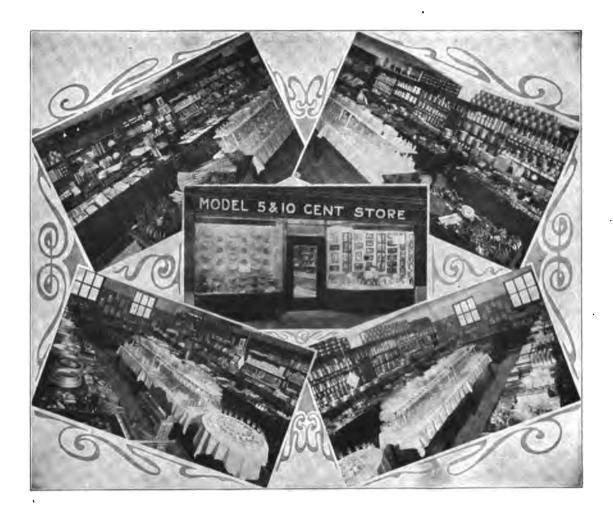
To overcome this natural strategic position of the local merchant, the department store must employ costly advertising methods; exert great effort to induce people to buy of them; pay freight or express charges with the likelihood of suffering a double expense in this regard, if goods must be exchanged after delivery; must pay an expensive rent; maintain a costly salary account for high-salaried department managers, clerks and delivery force; support an expensive delivery system and pay a large sum annually for maintenance charges on their property, all of which mean high prices and large profits on merchandise, or bust.

As an offset to such conditions, the local dealer pays only a nominal rent, and in many cases owns his own store; he is himself buyer, sales force and proprietor with a finger on the pulse of costs; if he has any helpers, he gets their services at a low figure, and his maintenance charges are nothing in comparison with what the city store must pay, so that in the end his lower fixed charges for maintaining his store go so far toward equalizing the relatively higher prices he must pay for goods that he cannot only afford to meet the prices charged by the city department store, but in many cases he can undersell them.

So, we repeat, the city department store will drive out of business only those small dealers who are willing to suffer extinction.

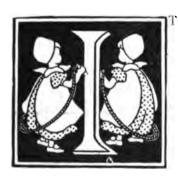
The enterprising, intelligent, up-to-date small dealer, who is alive to his opportunities and the real situation, has nothing to fear from competition with big city stores. On the contrary, he has everything his own way, and he can earn as good a living as did the small dealer of a generation ago.

In fact, if he is ambitious and far-sighted, there is no limit to what he may accomplish in the way of branching out by taking the profits of his first establishment and starting another store at a strategic point, until he has a chain of stores in the small cities and towns of his state that are more than a match for the department stores in the large cities, and not only that, are also building up his personal fortune to a point most satisfactory even in these days of multi-millionaires.



## SUCCESS WITH SMALL CAPITAL

How the Average Small Dealer Can Build Up Trade, Improve His Store, and Earn Increased Profits



IS OUR EARNEST BELIEF, gained from an intimate knowledge of thousands of retail stores in all parts of the country," say Butler Brothers, of Chicago, "that nine merchants out of ten could do more business than they now do without increasing expense or investing a penny. In business it does not pay to be too easily satisfied. Just a lit-

tle more business means a good deal more profit. A few more dollars added to each day's sales make a handsome increase in the 'net' at the end of the year."

This is an impressive statement of the case from a firm that outfits every year hundreds of five and

ten-cent stores, and similar establishments scattered all over the United States having a capital ranging from \$800 to \$10,000, and we show in these pages illustrations of typical small stores that are well equipped to win success—that is to say, to pay big dividends on the small amount of capital invested.

#### How to Increase Net Profits

"A store has a certain fixed expense," says this same authority. "So many dollars a day for rent, light, heat, insurance, clerk hire and interest on capital invested. Whether the business is big or little that expense goes on just the same.

"At a certain point in the volume of sales, profit just equals expense. When sales fall below that point there is a loss; not until you pass it is there one penny of real profit. Until you reach that

Cuts by courtesy of Butler Bros., Chicago.

point you are simply *getting ready* to make a profit. After you pass it, profit rolls up fast, for then nearly all the gross gains become net gains.

"Suppose you are selling \$40 a day at an expense of \$7. If your gross profit averages thirty per cent. of your sales, or \$12, your net gain each day is \$5. Suppose by special effort of some sort you force sales up to \$50. If expense stays the same—as it probably will—your net will be \$8. In other words, an increase of twenty per cent. on sales means an increase of sixty per cent. in net profits."

Here, then, is the working principle by which the small dealer located in city, town or country must govern himself in seeking success with small capital, and the first duty he owes himself is to sit down and figure out where the dividing line comes in his business between "getting ready" to make a profit, and making it. That done, his volume of daily sales will tell him whether he is meeting with success or failure, and his whole concern is how to make a maximum volume of sales with a minimum of expense.

#### How to Increase Trade

From observation of small stores in various parts of the country, and drawing upon our experience with dealers in our own place of residence, a city in New Jersey of about 25,000 population, where competition with the big department stores of New York is particularly lively, we should say that the average small dealer sinks or swims according to the degree of his enterprise.

Plenty of our friends and neighbors deal with the small stores on the New Jersey side: first, because there are several house furnishing dealers and small department stores, which carry a splendid variety of goods at popular prices, equal in quality to what may be obtained across the Hudson; and, second, because, being nearer home, the time and car fare required to shop in New Jersey is less.

A third factor is a feeling of local pride, which leads the people to patronize local industries in all cases where they merit support, and again, with the Sunday newspapers, containing the costly announcements of the New York stores, come colored inserts bearing the advertising of the leading New Jersey stores, which have cost a few dollars per thousand to print and a low rate paid to local newsdealers to deliver. That is to say, the New Jersey stores, are able to advertise as extensively as the New York stores, which compete with them for business, and at a tithe of the expense.

If any small dealer in the United States has occasion to complain of excessive competition with big city department stores, surely those doing business within a hundred miles of New York is that man, and yet these dealers are meeting with merited success.

On the other hand, those small dealers in New England and some Western states, who have had long tales of woe to tell, have ended by confessing that they did no advertising to speak of; their stores could not, by any stretch of imagination, be called attractive, inside or out, and their stock was for the most part incomplete, poorly kept, out of date and high priced. The small dealer who is forced to plead guilty to such an indictment has only himself to blame, if his trade is poor. If he is unable to get out of the rut he is in, spend the money needed to make his store attractive, and do the advertising that will bring the people he caters to to his store, he had better go out of business and let somebody else take hold who has the energy. ambition and ability to employ modern merchandising methods in building up trade.

#### **Advertising Methods**

To build up trade, the first requirement is to bring people to the store. No matter what opinions the small dealer may hold, and most of them plead poverty when the advertising solicitor comes around, the fact has been demonstrated beyond all argument that the only way to bring trade to the store is to advertise. Without advertising, the dealer gets only the trade that "happens to drop in," and their number is inconsiderable as compared with the trade created by judicious advertising methods.

City department stores generally spend about two per cent. of their annual sales on advertising; that is to say, if a department store sells a million dollars' worth of merchandise annually, the advertising appropriation will run to at least \$20,000 laid out for the most part on newspaper publicity.

If the small dealer sells \$25,000 worth of merchandise a year, he should therefore be prepared to spend about \$500 annually for advertising purposes, his local newspapers getting the lion's share, distributed over the entire year, while a portion should be laid aside for announcing special sales, circulars, mail-order literature, and such other advertising purposes as particular occasions may require.



#### The Store Front and Show Windows

Having brought people to the store, the next problem is how to get them inside. The solution of this problem is, have an attractive store front, suitable signs, and the largest show window feasible.

The store front should be painted red, blue, white, yellow, green or any other color that good taste dictates; but the decorations should be so characteristic that people will say, "Where is Smith, Jones & Co.? Why, that is the store with the *Red Front* on Main street."

In cities the use of electric signs is recommended, but in any case the store should have a sign of special design, capable of night illumination, and it is

a good plan to reproduce the sign and use it in all newspaper and general publicity, for a store front and sign that is characteristic comes to have as definite an advertising value as a trade-mark.

The show window should be large and roomy, fronted with solid plate glass so as to avoid the use of sash bars that obstruct the view. This may be insured against breakage. In the sashes above and below the front glass should be placed air vents, or some other method of ventilation, so that the temperature will be the same on both sides of the glass and thus prevent frosting during cold weather. The depth of the show win-

dow should not be less than six feet, deeper if possible, and the back partition should be air tight to prevent the warm air of the store from frosting the glass in spite of the vents. The partition should be of soft pine to permit the use of nails and tacks, and be equipped with sliding doors wide enough to permit the entrance of bulky objects into the show window.

Dealers whose show windows are now small and inadequate should spend the money needed to make their windows conform to the above standard, and charge the cost to the advertising account. The proprietor should set aside a part of his time each week to changing his window displays; every article should bear a price tag, and care should be taken that the show is neat and attractive, conform to his week's advertising announcements, nor should he limit himself to staple goods—specialties, new goods, novelties and the stock most people have never seen constitute the best materials for window displays.

Small dealers who employ assistants should place one of the young men in their employ in charge of the show window, and hold him responsible for its appearance. The window dresser will do better as he gains experience, and will eventually take pride in his work, so that each show will be better than the last. If it is not, appoint another window dresser.

#### The Store Interior

We regard the store interior as a matter of su-



preme importance. Light, air, and space are essential, but the effect of the store interior upon the mind and pocket-books of all drawn into the store by its advertising, and attractive window displays and exterior appearance, has everything to do with the future relations of the store and its customers.

A store that is well arranged, restful, not overcrowded, and so conveniently laid out that a person feels at home as soon as he enters predisposes people to believe that the goods on sale are right in quality and price. No matter how good the stock or how low the price, on the other hand, nothing will satisfy a customer who gains a bad impression upon entering a store.

To make good impressions on customers does not mean expensive fixtures and costly mural decorations. It means good taste, orderliness and convenience. Further than this, we cannot go. Every man must be guided by his own appreciation of what constitutes a good store interior and govern himself accordingly, although the accompanying photographs of good store interiors will doubtless be of assistance to him.

#### The Character of His Clerks

The next matter of importance is—clerks. The proprietor must be a man of pleasing personality, agreeable, fair and just in his dealings with all his clerks, for it is a well-known fact that the proprietor sets the example for all his subordinates. "Like master, like man," gives point to this statement.

By setting the right example, the small dealer may justly require of all his assistants that they show courtesy, give close attention to the wants of customers, and make an unceasing effort to please everybody. Back of this should stand the guarantee of the store that all unsatisfactory goods may be exchanged without needless trouble or protest.

#### Goods and Prices

The last thing to be considered is goods and prices.

The stock to be carried is to be governed by the class of trade sought. Who predominate in your locality—the wealthy? Then carry an exclusive class of goods at right prices. The middle class? Carry goods of substantial quality and fair price. Factory hands and those lacking discrimination? Goods of fair quality and low price. Select the class of trade you want to cater to and play up to it at every point. But remember that most people to-day put quality before price every time, and only

goods should be carried in stock that can be guaranteed, and exchanged, if need be, and that may be relied upon to give satisfaction to customers.

Once a store gets a reputation for square dealing and a good stock of merchandise, the rest is easy. The future depends upon how that store drums up trade, advertises, and keeps itself before the public; how it seizes every opportunity to branch out, overcome competition and enlarge the business.

#### Requirements Needed for Success

The requirements needed for the success of the small dealer are not hard to find, nor costly to meet. The department stores have blazed the way, and, to put the matter in a nutshell, the small dealer should make his establishment at every point—its adversising methods, store front, show windows, bright, attractive, clean, well-lighted, well-arranged interior, courteous clerks, genial proprietor, goods of good quality and pair price, and an adequate delivery system—a perfect model of the city department store.

When the fires swept over the prairies of the West years ago, the pioneers stopped them by starting other fires, and the advancing flames, finding nothing to feed on, went out.

People are governed by self-interest at all times. Everybody buys where they can buy cheapest and most conveniently.

The small dealer who fails to clean out his old stock by bargain sales, who never advertises, who lets dust, dirt and darkness accumulate year after year in his store will die of dry rot—that bogie man, the department store, will catch him. On the other hand, the small dealer who advertises extensively, conducts his store in an up-to-date manner, peels off his coat and buckles right down to business, and convinces his friends and neighbors that he is able and ready to serve their needs better than any out-of-town competitor, and deserves their support, will get it.

Let him fight the department store with department-store methods, and the Prairie Fire of catalogue-house competition and mail-order buying, which has threatened to overwhelm the small merchants of the country will find nothing to feed on and go out, whereupon the small merchant will come into his own.

As we have said twice before, the success of the small merchant is in his own hands and not in the hands of his far-away city competitors.

### THE FUTURE OF DENATURED ALCOHOL

A New American Industry Progressive Merchants Want to Know About, Offering Opportunities for Immense Profits, And All the Facts Condensed and Stripped of Technalities for Their Benefit



INCE THE PASSAGE of the recent act by Congress, which went into effect on January I, 1907, and the supplementary act of March 2, which took effect September 1, 1907. removing the tax of \$2.07 per gallon on alcohol rendered undrinkable, or unfit for use as a beverage, the eyes of American manufacturers and merchants have been turning toward denatured alcohol with searching inquiry into its possibilities, and already signs appear that a new and great industry is awakening to life in the United States.

Nobody needs to be told the vast proportions of the in-

austry controlled and developed by the Standard Oil Corporation, which places millions of gallons of kerosene oil, and the lamps and stoves to burn it, on the world markets annually, but it is no exaggeration to say that once the denatured alcohol industry gets into full swing, it will some day assume proportions as gigantic as Standard Oil, and prove to be a mighty competitor of kerosene, gasoline and other fuels.

This being true (and we think we can demonstrate its truth before we are done), it behooves every dealer in house furnishing goods in the United States, and particularly the dealers who serve the people in those sections of the country which lack the convenience of artificial and natural gas for heating and lighting purposes, to inform himself fully as to the advantages that obtain from the use of denatured alcohol for all household purposes. Its economy, safety, cleanliness and general utility will convince him that country people may now have all the conveniences that constitute a necessary part of every city household, and at no greater cost.

In a word, new opportunities for money making and increasing trade are near at hand for the small merchant, as well as for dealers in large cities, and both will be blind indeed if they neglect them. That American manufacturers are making ready to provide merchants with the neces sary utilities will shortly be in evidence by their products, and meanwhile hundreds of utilities are being imported into this country from abroad, which for twenty years have added mightily to the convenience and comfort of European households.

#### The Usefulness of Alcohol

Going from the city to the country to-day, we find a vast difference in the equipment of the farm house from that of the city apartment, so far as appliances for lighting and cooking purposes are concerned.

The city housewife, on arising in the morning, strikes a match, turns a little cock on the gas range and applies the flame, and instantly she has a hot fire at her command for preparing her husband's breakfast. Artificial or natural gas makes all this possible, and there are no ashes, no coal, no trouble, no danger.

The country housewife must start a wood fire, or burn a coal fire over night, thereby wasting a costly fuel for the sake of convenience, and rise considerably earlier than her city sister to get breakfast ready, the labor required being much greater. If she had an alcohol stove, costing little more to install and maintain than the gas range, or the handy little hot-plate, she would find herself on an equal footing with the women who have gas at their command, and as people are educated up to the convenience of alcohol and alcohol utilities by enterprising dealers, the demand for these products is bound to reach large proportions.

The same thing is true of house illumination. The introduction of the Welsbach mantle into city homes has led to an almost universal use of these powerful and economical lamps wherever gas is to be had. Country houses now using the dangerous, smelly, and dim kerosene lamp will find that the Welsbach mantle has been adapted to the alcohol flame, and may enjoy as brilliant a light as do those who live where city gas is on tap.

We speak of these two methods of using denatured alcohol as illustrative of what has already been accomplished in the manufacture of alcohol burning utilities imported frem Germany and other European countries. These are now made available to American dealers by the removal of the tax on non-drinkable alcohol, but they are only two of a multitude of inventions for household purposes manufactured abroad, where the use of denatured alcohol for a number of years past has called into being hundreds of useful inventions. The list includes heaters, coffee percolators, chafing dishes, cook stoves, sad irons, hair dryers, flat-iron and water heaters, soldering irons, coffee roasters, street, household and factory lamps-in fact, everything imaginable in which kerosene, gasoline, coal, electricity and artificial or natural gas is now employed in the United States.

The field for the development of the denatured alcohol industry in this country is therefore unlimited, and our chief concern has to do with the sources of supply, cost of fuel, its advantages, the utilities to burn it, and the methods that may be employed for the creation of a public demand for its consumption.

#### What is Denatured Alcohol?

The process of rendering the ordinary ethyl, or grain alcohol of commerce unsuitable for drink, is called "denaturing," and consists, essentially, in adding to the alcohol a substance soluble therein which renders it unfit for use as an alcoholic beverage. As for the substances which have been mixed with alcohol to denature it, their number

is legion, and are usually selected according to what denaturant is best adapted to the special use to which the alcohol is to be put.

#### The Sources of Supply

In considering the probable future increase in the consumption of industrial alcohol in the United States, the dealer should inform himself on two points—first, where the raw material is coming from from which the alcohol is to be derived, and second, who will manufacture it.

Alcohol is derived from farm products, the chief alcohol yielding material produced in farm crops being starch, the second being sugar, and the least important raw material being certain waste products containing cellulose or woody fibre. The farmer will be the first to benefit from the new industry, therefore, for we must look to him for the raw material.

The principal starch producing plants cultivated by American farmers are the cereals, the potato, including the sweet potato and the yam, and cassava. For richness in sugar, two plants are best known—the sugar cane and the sugar beet. As for cellulose the qunatity of alcohol produced from this source is likely to be so small as to be eliminated from consideration in this article.

#### Seven Billion Gallons Possible From Starch Plants

As an indication of how many gallons of alcohol can be produced in this country from two of the most important starch yielding plants, we offer the following compilation of figures taken from Government sources:

Bushels years end- Yield of 94% ing Dec. 31, '05 alcohol per bus. Total

 Indian corn
 2,707,993,540
 2.7 gallons
 7.311,582,558

 Potatoes
 260,741,294
 3.6 quarts
 234,667,165

 \*Sweet potatoes
 42,526,696
 1.0 gallons
 42,526,696

\*Year ending Dec. 31, 1899. 7.588,776,419

Germany produces approximately 100,000,000 gallons of 94 per cent. commercial strength industrial alcohol a year, and in the United States, during 1907, the Standard Oil Company distributed 500,000,000 or a half billion gallons of kerosene oil. These figures are large, but they are insignificant in comparison with the seven and a half billions of gallons of industrial alcohol, 94 per cent. pure, that could have been produced in the United States during the year ending December 31, 1905, from only two starch yielding plants—Indian corn and potatoes, white, sweet and yams. Potatoes alone could have produced over twice the quantity of industrial alcohol consumed in Germany.

#### Sources of Supply Practically Unlimited

This settles for all time the question as to where we are to obtain the raw material for making industrial alcohol, for should potatoes and corn fail us, there yet remain the cereals, cassava, the sugar cane and sugar beet, and a host of waste products now thrown aside as useless. It is entirely conservative to say that American farm produce is capable of yielding one billion gallons of denatured alcohol annually, if so much is needed, without sacrificing any of the uses to which farm products are now put for food and otherwise.

#### Future Production in the United States

Interviewing a high official of the United States Industrial Alcohol Company, of New York, in regard to the probable future production of denatured alcohol for household purposes—that is, for light, heat and power—we were informed that dealers can obtain to-day all the industrial algohol they can use, shipped anywhere in the United States, and there are plenty of manufacturers ready and able to take care of the future demands for this fuel.

#### The Question of Price

So far as price is concerned, the dealer in household utilities should clearly understand, and drill into the minds of his sales force for the information of customers, that denatured alcohol at 40 or 50 cents per gallon, because of economy in consumption, and its advantages in safety and cleanliness over all other fuels, may actually be lower in price than kerosene for lighting purposes, with kerosene at 15 cents per gallon, and lower in cost than coal for cooking purposes, with coal at \$7.00 per ton. This is the fact, and we will undertake its demonstration a little further on.

As a matter of fact, denatured alcohol is being advertised in two well-known farm papers which circulate chiefly in Illinois, Iowa, Indiana and Missouri at 36 cents per gallon by the single barrel, delivered on board cars at Peoria. The parties offering this alcohol, the Geo. L. Marion Manufacturing Company, of New York City, state in their advertisement that the value of the barrel will fully cover the freight charges from Peoria to the home of the consumer, the barrel being perfectly safe to use after the alcohol is emptied out and the barrel being worth more than two dollars.

As will shortly be seen, where denatured alcohol can be had for less than 40 cents per gallon, and we are assured the price will be still lower after the problem of distribution has been solved, it will cost less than kerosene for lighting purposes, to say nothing of the superior light it provides, and will be far cheaper than anthracite coal for cooking purposes. In a word, there is every possibility that, because of the economies made possible by this new, safe and convenient fuel, denatured alcohol will come to replace coal, kerosene and gasoline for all household uses.

#### **Advantages of Denatured Alcohol**

The advantages of denatured alcohol over most other fuels is that it is a *natural fuel*, since water, the natural enemy of fire, quenches its flames.

To demonstrate the truth of this observation, take a cupful of alcohol and pour it over an oilcloth-covered floor, or any other smooth surface, and then touch a match to it. Now take a cupful of water and throw it over the flames, and the moment the volume of water equals the volume of alcohol the fire will go out. Moreover, it is one of the peculiarities of the alcohol that the surface of the oilcloth will not be scorched.

Now take a cupful of gasoline, and try the same experiment. You should first call the city fire department, and have ready a load of sand to put the fire out, however, for water will only spread the flames over a wider



area. This one fact gives alcohol immediate superiority over gasoline, kerosene and all other liquid fuels for household uses.

#### Alcohol and Fire Insurance Rates

"Proof that the use of alcohol for lighting and burning is not attended with the danger of gasoline, for example, says Mr. J. H. Allen in a letter to the National Fire Protection Association, "is found in the practical experience of Germany. The policy of untaxed denatured alcohol has been in force in that country for nearly twenty years, and the quantity of this material used for industrial purposes, including heating, cooking and lighting, has steadily increased each year, now reaching the large amount of more than seventy million gallons annually. We are advised by German manufacturers of alcohol-using apparatus that in an experience of fifteen years they have never heard of a single case where alcohol used in stoves, lamps or heaters has exploded. They also state that very complete records are kept in Germany of the causes of all fires, and that the total number which originated with the use of alcohol for domestic purposes above referred to is very small, the percentage, in proportion to the quantity consumed, being less than that of the fires due to the use of kerosene. So clearly is this fact established that no difference is made in the rates of insurance on premises where alcohol is used for lighting, cooking and the like.'

"Alcohol is a safer fuel than gasoline," says Professor Elihu Thomson of the General Electric Company, "as the gasoline can set fire by pure radiation where alcohol would not. It is a well-known fact that it is comparatively useless to attempt to extinguish burning gasoline or kerosene by water alone. The use of water may, in fact, be a positive disadvantage in floating the burning material over considerable spaces and spreading the fire. Not so with alcohol, which mixes with water in all proportions, and which is at once diluted and prevented from remaining combustible."

#### Cleanliness of Alcohol

But not only is alcohol safe; it is clean. Spill kerosene over your hands, or the outside of a lamp, and if anything is more disgusting to the nose and disagreeable to the touch we have yet to discover it. Spill alcohol, and it evaporates rapidly, leaving the hands feeling cool, clean and sanitary.

"From the standpoint of cleanliness and saving of labor," says Allen & Graham, of New York, "it is ideal. The wick of an alcohol lamp does not char or gum up, and it is not necessary to repeatedly regulate it. When once adjusted the lamp will burn until exhausted, giving an uniform light whether the fluid be high or low in the lamp. It never smokes. Chimneys keep clean and transparent, giving the maximum of light. There is but little heat, the heat of combustion being converted into light by the mantle. There is absolutely no odor from it, broken chimneys are a rarity, and wicks and mantles last a long time."

#### **Economy in Consumption**

Coming now to the question of cost in the consumption of denatured alcohol for light, heat and fuel, the dealer desires exact information of tests as between alcohol and kerosene, gasoline and other fuels. This the Review is able to give so far as light is concerned.

For fuel, we must wait until experiments now planned are conducted, and the results published, but we may say that it is confidently expected fourteen gallons of industrial alcohol will be proven to give the same service for such a household use as the cooking of food as is now given by a ton of anthracite coal. In other words, coal at \$7.00 a ton and fourteen gallons of alcohol costing \$7.00, will produce equal results, while alcohol will have it in its favor no ashes, no dust, no heavy lifting; no waste of heat or fuel, and all the other advantages incident to the use of a liquid fuel.

With such advantages in its favor can any wide-awake merchant rest long in doubt as to the future of the alcohol industry once the American public is apprised of their opportunities.

#### Cost of Kerosene vs Alcohol for Light

We stated above that alcohol at fifty cents per gallon may be as economiral to use as kerosene at fifteen cents per gallon, and we will now proceed to demonstrate the truth of this proposition by quoting from a report of tests conducted by the Electrical Testing Laboratories of New York, the recognized authorities in the United States for testing the candle-power and rate of consumption of all kinds of lighting apparatus—tests made for the Geo. L. Marion Manufacturing Company, of New York.

The tests were made to determine the candle-power and rate of fuel consumption of two incandescent mantle alcohol lamps, of 27 and 45 candle-power, respectively, and one round-wick, center-draught kerosene lamp, the latter being the "Rayo" lamp.

The renewal costs for wicks and chimneys for the kerosene lamp, and for mantels and chimneys for the alcohol lamps must be considered in arriving at a conclusion, and may be dismissed by saying that under service conditions the renewal costs would be strikingly in favor of the alcohol lamps.

#### Comparison of Alcohol and Kerosene Lamps

C. P. COST ONE GALLON AVER. WILL LAST C. P. HRS. PER HR. Alcohol Burner, No. 2 38 hrs. 30 min 45.2 1740 1.3 C. Alcohol Burner, No. 1 55 hrs. 54 min. 27.4 1532 0.9 c. 484 32 hrs. 42 min. 14.8 0.450. Kerosine Lamp

Average candle power for 9 hours, 45 minutes for alcohol lamps, and 9 hours, 5 minutes for kerosene lamp, during which adjustments of lamps were not changed nor chimneys cleaned; mantles of alcohol lamps new. Alcohol at 50c. per gallon; kerosene at 15c. per gallon.

As will be seen, a gallon of kerosene oil, when burned in a "Rayo" lamp gives 484 candle-power hours: one gallon of alcohol, when burned in the 27.4 candle-power lamp, gives 1532 candle-power hours (of light), and when burned in the 45.2 candle-power lamp, gives 1740 candle-power hours—meaning that if, for illustration, we had an alcohol lamp of one candle-power, and of the same relative efficiency as the 45.2 candle-power lamp, one gallon of denatured alcohol would burn for 1740 hours.

From the above facts, it is already plain as to why an alcohol lamp is as economical to burn as the kerosene lamp, to say nothing of its superior advantages in the way of safety, cleanliness and greater volume of light.



It is clear that, taking the "Rayo" lamp as a basis of comparison, one gallon of alcohol, when burned in a 45.2 candle-power lamp, gives three and one-half times as much light as does a gallon of kerosene, while comparing the "Rayo" with the 27.4 candle-power lamp, one gallon of alcohol gives three and one-sixth times as much light as does a gallon of kerosene. From these conclusions, we derive the following table of comparative costs; which shows the cost per hour to operate both the 27 and 45-candle-power alcohol lamps, and also indicates that alcohol at various prices, ranging from 60 cents down to 35 cents per gallon, will at least be as cheap as kerosene costing from 19 cents to 10 cents per gallon.

#### Comparative Costs Per Hour to Operate Lamps

Alcohol per Gallon	Lamp No. 1 Cost per hour 27 C. P.		amp No. 2 est per hour 45 C. P.	Lamp N. 2 Cheap as Kerosene at
. 6oc.	I.IC.	19c. gallon	1.6c.	18c.
55c.	I.oc.	18c. "	1.5c.	16c.
50c.	.9c.	16c. "	1.3c.	15c.
45c.	.9c.	15c. "	1.2C.	13c.
40c.	.8c.	13c. "	I.Ic.	12c.
35c.	. <b>7</b> c.	12c. "	1.0c.	IOC.

The above table shows the following interesting and important facts to merchants, who sooner or later will undertake the sale of alcohol lamps:

- 1. With alcohol at 50 cents per gallon, retail, it costs less than one cent an hour to burn an alcohol lamp radiating 27 candle power of light, and one and three-tenths cents an hour provides 45 candle-power, the lamps giving forth a light that is brighter than the best kerosene lamp made, greater in volume and friendly to all colors, as well as pleasant to read by.
- 2. The 27-candle-power lamp, with alcohol at 50 cents per gallon, cost no more to operate than a kerosene lamp with kerosene at 16 cents per gallon, while a 45-candle-power lamp costs no more to maintain than a kerosene lamp with kerosene at 15 cents per gallon, to say nothing about the superiority of the light distributed by the alcohol lamp, and its other advantages.

#### The Future of Denatured Alcohol

The future of denatured alcohol may therefore be compressed into one brief sentence—one of the greatest industries in the history of the United States has sprung into being with the passage of legislation making the production of industrial alcohol profitable.

This new industry has special interest for the house furnishing dealer, because he is the natural distributor of the alcohol utilities, which will be produced from this time on in increasing variety by American manufacturers, and which he can obtain at once from importers of the many useful household alcohol-gas utilities manufactured in Germany and elsewhere abroad. There is not a large department store in the country which will not have to install within a short time departments devoted to alcohol utilities, and as for the small hardware dealers, general merchandise merchants and others, who supply the needs of citizens living in the small towns and cities of the United States, their opportunities are the most promising in golden rewards that have yet chanced their way, for alcohol-gas appliances will meet with instant appreciation in the homes

which have heretofore lacked, for want of a proper fuel, the conveniences offered residents in large cities.

The illuminants most used in the United States to-day are artificial and natural gas, electricity and kerosene oil, and the fuels most commonly used are coal and gas—wood ir some country districts.

The manufacture of artificial gas requires the investment of millions of dollars for gas plants and the laying of gas mains, and its use is therefore limited to inhabitants of large cities. Natural gas is likewise limited to certain favored sections of the country where natural gas is to be found.

Denatured alcohol may be transported to any part of the country, however; from the city flat to the rudest cabin in the backwoods, or out on the Western prairies, and produces its own gas safely, economically and easily in the lamps, stoves, sad-irons or other household utensils in which it is used. No gas wells, no million-dollar gas plants, no piping of houses are required—what, then, is the limit upon where industrial alcohol may be used for household purposes!

What housewife feels kindly disposed toward coal for fuel! The city housewife uses her gas range at every opportunity, and few city people occupy apartments from choice lacking steam-heat appliances. Nobody likes the trouble of lifting coal, and disposing of the dirt and ashes that accumulate from the use of this fuel.

How many people will hesitate long to use industrial alcohol in preference over all other fuels, when they discover that 14 gallons of this fluid will do the work of a ton of anthracite coal at no greater cost—the alcohol weighing one-twentieth of what the coal does, and leaving no ashes, no dirt, nor wasting one ounce of the precious fuel. Think of the heat that goes up the chimney, think of the coal burned up uselessly in the kitchen range in order to keep the fire going, until it can be used for cooking food again. No such waste of money and material with alcohol, for the alcohol-gas is used just as artificial gas is used—when wanted, no longer.

While kerosene oil is used in many country districts to-day for lighting and heating purposes, it is used simply because there has heretofore been nothing better available, and some people are paying as high as 25 or 30 cents a gallon for a fluid that is dangerous, ill smelling and disagreeable to use. How long will kerosene be used in such places, when it can be obtained at a price which makes it much less expensive to use than kerosene, while at the same time it is superior in every way for heating and lighting purposes.

It is just such considerations which lead us to assert that the industrial alcohol industry, after American manufacturers have had time to produce the proper utilities to consume it; after the people have had time to learn of its countless advantages, and after the producers of industrial alcohol have had time to work out the problem of distribution, that then industrial alcohol will take its place at the head of the greatest industries this country has ever known, giving employment to hundreds of men, profit to merchants large and small in every nook and corner of the United States, and conferring blessings hitherto withheld from women whose house work has been drudgery for lack of the means to lighten their burdens.

## TRADE PUBLICITY

How Enterprising House Furnishing Dealers Advertise Their Wares, What They Say, And How They Say It

RADE PUBLICITY is something more than the cut and dried thing many merchants make of

> it. How many times do advertising solicitors go into a dealer's office with the usual query, "Is your copy ready for the

next issue?" and hear the stereotyped reply, "Oh, I'm too busy to bother with it; run the same copy we ran last week."

While the average advertising solicitor does not feel free to tell a man how to run his business, nevertheless he is frequently tempted for his own sake to sit down and say a few trenchant things about profitable trade publicity. If an advertiser chooses to waste his advertising appropriation on good for nothing advertising copy that's his business; but when the

advertiser blames the publisher for his

own sins of omission, that becomes the *publisher's* business, and yet the publisher's representatives do not always like to tell an advertiser he does not know how to advertise, and there's the rub.

For the sake of the advertising solicitor, we want to say, therefore, what he is not in a position to say to his clients, "If your advertising does not pull results, don't blame the medium-pull down the file of ads. you have been running the past six months, and ask yourself whether they are so attractive, readable and convincing that, if they were the announcements of some other dealer and you wanted to buy his goods, would you be induced by the ads. to give him a trial? If your advertising will not stand this test, you cannot blame our publication; you should use attractive cuts, change your copy at least once a week, and use enough space to enable you to convince the buying public that you have the goods of the quality and price they want. If the results are not satisfactory after that, it will be time enough to take the medium to task."

#### Does Advertising Pay?

Sometimes the advertising solicitor hears another story, "We can't afford to advertise," or the converse of this—"We are so big and well known that we don't need to ad-

vertise." Either argument is evidence of one of two things: either the merchant lacks knowledge of one of the most important business policies, which has contributed most to the enormous expansion of trade that has characterized the last twenty years in this country, or, he is hard up and is compelled to economize very sharply, for most modern merchants and department stores in large cities advertise on the largest scale when trade is dull, and cutting down their advertising expenses is about the last ditch they take to in hard times.

The question as to whether advertising pays, in other words, is no longer a matter for argument; every business man in the United States, who is well informed and knows what constitutes good business practice knows that advertising pays. The only question that exists in his mind is how he can advertise his particular business to the best advantage—what mediums, methods and copy he should employ to bring trade to his establishment.

#### The Medium

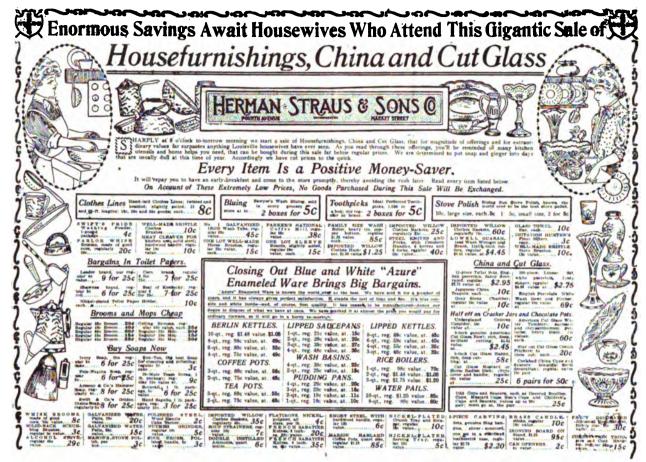
The discussion of what mediums are best for the general advertiser is too large a subject, and is not pertinent to these columns; it is enough to say that the best and only medium for any advertiser to choose is the one that is read by the people or class of people who want and will buy his goods. Any other medium is like shooting into the vacuity of space in the hopes of bringing down a duck on the chance that somehow one of these delectable birds may get in the way of the shot.

The local merchant is in no quandary as to what mediums are best for his purposes; there is only one answer—his local newspapers. He may supplement this by street car advertising, bill boards and mail order circulars to be sent to his out-of-town trade, but no live, up-to-date, do-or-die merchant these days can afford to stay out of his local newspapers. If he must cut expenses, he should cut somewhere else—the advertising appropriation is a fixed charge that represents to him a sales force that works while he sleeps and never grows weary.

#### How to Prepare Ads That "Pull"

There are four things that make a strong, result-bringing advertisement, whether it be a small or a large one—it must be so striking that it will attract attention first of all the other advertisements on the same page; it must be well illustrated; there should be good typographical display, plenty of white space, and the reading matter should be condensed, containing short, crisp statements of the strong selling points of the articles described. A small advertisement should be devoted to describing and illustrating one article, a leader, with a line or two, if necessary, calling attention to the class of goods carried by the advertiser.





#### A Good Full Page Advertisement

The full page advertisement reproduced on an adjoining page was sent us by Mr. Kline, manager of the house furnishing department of the "Famous" Department Store, of Braddock, Pa., and is one side of circular mailed to their customers. We also acknowledge another circular of similar kind from Mr. H. H. Windhorst, of Lyons & Chabot, New York, which for lack of space will be reproduced later. A circular of this kind should be classified, well illustrated, close attention given to typographical display, so as to avoid sameness, crowding and the "blurred" effect common to a large advertisement that is poorly arranged. The "Famous" ad, is a good model, and worthy of study by the ad-smith.

#### A Half Page Advertisement

The larger the space the more difficult it is to produce a well arranged advertisement, and the half-page advertisement of the Herman Straus & Sons Company, Louisville, Ky., is particularly commendable for its striking border design, well arranged typography and good display lines.

#### ' With the Smaller Advertisers

The advertisement by the Hunter, Tuppen Company, Syracuse, N. Y., is a good example of a twelve-inch, five-column advertisement suitable for merchants in smaller towns. They are to be congratulated on its excellent appearance, as it is well laid out, well illustrated, free from over-crowding, a common fault, and should have produced excellent results.

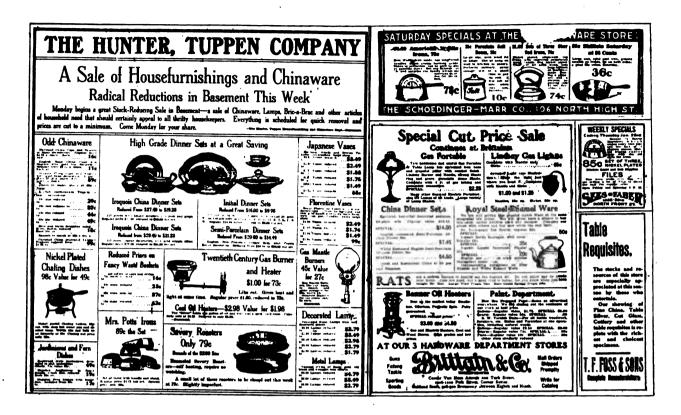
The three-inch, four-column advertisement by the Schoedinger-Marr Company, Columbus, Ohio, is striking because of its upper and lower border. This was drawn to order, and shows the good results to be obtained by spending a few dollars occasionally for special designs, which will make the firm's advertising distinctive from that of all other advertisers.

For small merchants, who cannot afford large space, another good suggestion may be obtained from the nine-inch, three-column advertisement by Brittain & Company, San Francisco. Cal. Special study should be given to its display lines, and to the general arrangement of the ad. As will be seen, the Hunter, Tuppen Company placed their signature at the top of the ad., while Brittain & Company placed theirs at the bottom; this is a matter of preference largely, but we are inclined to favor giving the top lines over to strong catch-lines, as these sell the goods, no matter how reliable the advertiser is known to be.

The three-inch, single-column advertisement by Sees & Faber, Philadelphia, Pa., shows what can be done with small space. One article is illustrated and described, although room is found for the mention of files. This is the best advertising practice.

The six-inch, single-column advertisement by T. F. Foss & Sons, Portland, Me., measures up to the best standards of what a small advertisement should be. Good catchlines, plenty of white margin, and brief, strong selling talk make this copy distinctive, and we have no doubt it proved a trade winner.

<sup>\*</sup> See Page 44.



## **CLEVER CATCH-PHRASES**

Useful For House Furnishing Goods Headlines or Snappy Window Cards

"What makes a catch-line valuable?" asks Fred. G. Kaessman in a recent article. "What makes the best kind of catch-line? Many have answered these questions to their own satisfaction; yet, judging by the catch-lines one sees on every hand, much still remains to be said upon the subject. One thing is certain: If some of those used are good, others, measured by the same standard, are very, very bad.

"We are familiar with 'Good Morning—Have You Used Pear's Soap?' 'Let the Gold Dust Twins Do Your Work,' 'The Smile That Won't Come Off,' and all that, but perhaps our appropriation is not of the same size as the ones back of these propositions. The question of an effective catch-line, then becomes more difficult. We are deprived of two very important aids—much repetition and large size of catch-line, and the matter of a satisfactory line becomes vital.

"A catch-line must be new, novel, interesting, suggestive. It must be such as to attach itself to the goods of the maker who uses it—and, under no circumstances, to those of another dealer or manu-

facturer. Only when backed up by practically unlimited resources may it violate these principles, and then only in the case of catch-lines semi-humorous or facetious, something appealing to the popular fancy. 'Let the Gold Dust Twins Do Your Work,' is a fair example of a day-in and day-out sale producer, whereas, the line 'The Food That's All Meat,' may have been all right for an insertion or two—but for no more."

Solid week of Rarest Bargains.

Take Advantage of Universal Price Concessions. Shelf-Emptying Goes on Under Magic of Lowest Prices ever Known in This City.

Shrewd Buyers Take Notice.

Money-Savers for Shoppers in Housewares.

A Bull in the China Shop.

Fine Enamelware That Will Stand the Test of Time and Fire.

Kitchen Comforts.

A "Save the Difference" Sale.

The "Sale You Have Been Waiting For."

## BRISK SELLING PLANS FOR BUSY DEALERS

Hard Problems for Dealers to Solve, and a Few Selling Plans Found by Experience to be Trade Winners



HATTING with a prominent Western manager of house furnishings, china, crockery and glassware the other day, who is connected with one of the largest department stores in his section, he suggested that the House Fur-

NISHING REVIEW would increase its usefulness to the trade by publishing every now and then a few pages devoted to Selling Plans.

As it is the purpose of the new management of the Review to make the publication a practical, every-day handbook of ready reference, wherein dealers, large and small, may find something each month that will aid them in increasing their sales, improving their advertising, bettering their stores and will stimulate each one toward renewed efforts to achieve more effective business methods, we have undertaken to collect together for this issue a few selling plans merchants have found valuable after a trial. We hope they will prove helpful, and we ask our readers to co-operate with us to make the idea a success, provided it is useful to the majority.

By co-operation, we mean let all who can contribute plans they have tried out and found successful, and let those who have problems that perplex them inform us of their difficulties. Names, places and all that will be held confidential, of course, but the problem will be stated and solutions sought from other dealers.

Nor should dealers refuse to participate in this idea, as did one man we have met (curiously enough in the City of Brotherly Love) who said he knew his business, and did not propose to teach others what he had learned from experience. "It is more blessed to give than receive," and broad-minded business men, by giving freely from the stores of knowledge they have acquired, will find that their example will lead others to tell of experiences from which they themselves may learn lessons as valuable as those they impart.

Every issue of the Review contains each month an increasing number of pointers from progressive, successful and able house furnishing dealers, and as the trade begins to realize the value of this interchange of ideas, we feel sure that the Review will increase in value and usefulness to the trade, because every man in the field it serves has come to appreciate it for his own. The opportunity is open to all, and we trust it will be grasped by everybody.

#### Why Can't He Sell Low-Priced China?

Here is one problem, and we hope we may be favored with several solutions in time for the April issue.

The manager of the house furnishing department of one of the largest department stores in a Western city of 80,000 inhabitants, and whose department is located on the seventh floor, carries in his china and glassware section a splendid assortment of highgrade goods at suitable prices. His sales of his stock of china and glassware are satisfactory, but he is unable to operate "special sales" of cheaper grades to draw trade with any degree of success. The store is equipped with three large passenger elevators, and whenever he advertises a special sale of low-priced enamelware or similar house furnishing goods, his advertising draws large crowds. The problem is, why do his special sales of low-priced chinaware prove unsuccessful, and what can he do to draw trade to his china department.

#### How Increase the Volume of Annual Sales

Another Western manager connected with a well-known house, who recently addressed the Monthly Managers' Meeting on the topic, "How I am going to increase the sales in my department this year," writes that he would like to see something along this line in the Review, as it would be helpful to him and to others.

Nobody can answer such a question in a way to satisfy our correspondent without knowing particulars regarding the volume of sales last year, previous sales methods, the class of goods carried and the trade catered to, and yet a few general ideas may be advanced which will prove useful to him

and many others similarly situated. We suggest:

A persistent, aggressive and carefully-planned advertising campaign devoted to both local and out-of-town trade.

Striking and frequent window displays of house furnishing goods, china, glassware and specialties.

Demonstrations of new goods from time to time, lectures on cooking and domestic science, invitations extended the ladies' circles of local churches to conduct their sales in a space to be given free of charge in the House Furnishing Department, and other steps taken to identify the store with enterprises of a public and meritorious nature.

A waiting room for women with small children, with a nurse in charge, where infants and small children may be left while the mothers are shopping.

Frequent changes made in the arrangement of stock, prizes offered to stock clerks who make their stocks look most attractive and keep them in best order, and similar plans tried which will tend to give the store interior a pleasing appearance to all customers.

Organize a Mutual Benefit Association among all employees of the store, provide for their entertainment, instruction in salesmanship, and all other suitable means for securing their loyalty and good will, thus furnishing an incentive to them to cooperate with the heads of departments in promoting the success of the business.

Among the plans for the year, make a resolution to buy goods of standard quality to be sold at fair prices, with a guarantee of satisfaction or exchange privilege, and see that every clerk takes pains to show courtesy, attention and gives good service to all customers.

In planning "special sales," which should not be held at too frequent intervals, care should be taken to provide genuine bargains, the sales being planned far enough ahead to insure perfect satisfaction to the trade. Each sale should have some new features to make it stand out as different from any other the store has held, and the effort, time and thought the carrying out of this program will require will well repay the effort expended. Of course, the advertising, window display and arrangement of the House Furnishing Department will all be planned to work together for the success of each "special sale."

#### How to Get Full Page Advertisements Cheaply

Small dealers located in towns so near to large cities that they feel the competition of the big department stores, whose full-page advertisements appear in the Sunday newspapers that circulate

among their trade may have all the advantages of a full-page advertisement by having their local printer strike off a circular the size of the usual newspaper page, printed on both sides, if so desired, and then make arrangements with local newsdealers to slip the circulars in all newspapers delivered in the district where live the customers who should trade at their stores. We know of several large department stores in boroughs on the outskirts of Greater New York who use this plan.

#### Making Your Wrapping Paper Bring Business

Few merchants realize how valuable to them are the common everyday adjuncts to their business. Almost everybody places their imprint on the wrapping paper with which they do up bundles, but why not go a step farther and print a coupon on each wrapper, stating: "Save this coupon; it is worth one-fourth cent in trade on all future purchases at Smith, Jones & Co., Oshkosh, Wis.," and there you are.

#### **Making Contributions to Public Charities**

Suppose your town needs a public library, or some other public institution needs support. Let the merchants in town get together and contribute all together the sum of \$500 or \$1,000 to be donated by them to the public charity which receives the majority of votes from their customers. All the merchants who share in the contributions should state the fact in their advertising announcements, placards can be distributed throughout their stores announcing that all customers are entitled to vote once for each dollar's worth of goods bought, and the church, society, library association or other public enterprises that may be benefited notified that they should urge all friends to buy goods of the merchants concerned and vote in their behalf. The resultant advertising will be worth the money expended.

#### MY FAVORITE RECIPES

One of the features of the Grand Industrial Exposition held by the William Barr Dry Goods Company, at St. Louis, Mo., recently was the daily lectures on Domestic Science by Mrs. F. Violet Sanborn. Regarding them, Mr. Wade, the manager, writes, "Many of our customers have come to us and expressed their appreciation of this feature of our Exposition, and all have spoken in the highest tesms of praise of your work." This is the "Mrs. F. Violet Black" referred to in our "Snappy Advertising Talk" in the February issue.





VIFWS OF R. H. MACY & COMPANY'S STORES IN NEW YORK,
THE OLD SIXTH AVENUE STORE AND THE MODERN BROADWAY
STORE.

## EVOLUTION OF THE MODERN EMPORIUM

A Brief and Instructive Analysis of What Business Policies Have Created "Macy's" Out of a Small Store



HE celebration of the golden anniversary of R. H. Macy & Company, during the month of February, presents to mind the true type of the up-to-date American retail house, and this store assumes still further importance because, within its fifty years it has given impetus to many phases of retail merchandise that are peculiarly distinctive of the present day.

A brief review of the history of this great concern is instructive, because it demonstrates that from small beginnings, there still remain opportunities for the small merchant to build

up his business to vast proportions, if he has the foresight and energy to establish his enterprise along the lines that make for a large success.

There are many stores in the small and large cities of the United States far more pretentious than the four-story building first occupied by R. H. Macy & Company in New York, and we have no doubt the ambition of almost every small merchant is to increase his business until he has reached the success represented by the vast building now occupied by Macy's on Broadway. This establishment provides twenty-four acres of floor space and gives employment to 10,000 persons.

#### Roland H. Macy

In 1849, during the gold fever in California, a hustling young man named Roland H. Macy entered a new town, which had been opened in the Sacramento Valley at the time when the valley was flooded to the foot hills of the Sierras. It was the worst inundation known, and it was a serious question as to how miners could be provided with supplies. What is now the city of Marysville was founded during this period, and young Macy was the first to see the opportunity of making money by meeting the demand for miners' supplies. He opened a store and soon built up a large business. He obtained the agency of an express company and bought gold from the miners, allowing \$16.00 an ounce; as it was of fine quality, the

United States Mint at Philadelphia allowed him from \$22.00 to \$23.00 an ounce.

Some time afterwards, Macy went to Haverhill, Mass., and opened a dry goods store. In 1858, he became convinced that a larger city offered greater opportunities for commercial achievements, and coming to New York he set up the business of R. H. Macy & Company in the cramped four-story building on Sixth Avenue.

#### Beginning of the Department Store

Macy's new establishment in the metropolis was called a general store by reason of the wide range of article and wares with which its counters and shelves were stocked. He sub-let various parts of his store to parties who displayed different kind of commodities. Thus each one of these sub-tenants merely conducted his particular line of business under the main roof. The first department store, therefore, was really a collection of small shops gathered in one building.

This was the beginning of the modern department store, and it was perhaps fortunate for Macy that L. Straus & Company, then, as now, conducting a china and glassware house in Warren Street, placed a branch in the Macy store. This fact paved the way to Isidore and Nathan Straus, the men who now form the firm of R. H. Macy & Company, who assumed charge of the concern after the death of Mr. Macy in Europe in 1877.

#### The Working Principles of the Macy Store

The working principles of the Macy store were based upon a rule now accepted as of supreme importance—to please his customers. To this end he was exceedingly careful to sell "quality goods." He saw to it that his few clerks told with truth and exactness the merits of the articles which they sold. Mr. Macy backed up his "quality wares" with another principle then new—"money back, if your purchases do not prove satisfactory."

Another factor in the success of the Macy establishment was the close attention given by him to the buying end of his retail business. He realized that economical purchases of stock made subsequent low retail prices possible, and the latter formed a powerful magnet in attracting purchasers. He understood that many economies in purchases so small as to represent but a fraction of a cent, taken in the aggregate, formed a large saving that allowed him to make prices that would capture the buying public.

#### The Cash System

After the Straus interests took hold of the Macy store, a new principle was established—the requirement that cash must be paid for all goods purchased. To force this is sue upon a large department store was a difficult undertaking, as many customers did not care to pay cash for each order given. In order to sustain the principle of the house, a method was devised, allowing such customers to make a cash deposit against which they might make purchases. These deposits are balanced daily and on all balances the depositors are allowed interest at the rate of four per cent., which is compounded every three months. Thus many customers of this class regard their credit deposit in the light of a bank account as well as a trading convenience.

#### The Delivery System

When R. H. Macy first opened his store, everybody took home their purchases. It occurred to him that he could install no more helpful feature than to undertake the delivery of goods for customers.

At first, only bulky packages were taken to customers' homes; now 170 wagons and 30 electric vehicles deliver goods within a radius of twenty-five miles of the store daily, giving employment to about 800 persons and delivering between six and seven million packages of all kin is annually.

Distributing depots are located at strategic points, such as the Bronx, Brooklyn, Flushing, N. Y.; and Hoboken, Newark and Hackensack, N. J., immense vans taking the goods at night to each distributing depot, where local delivery wagons do the rest. At Woodlawn, N. Y., is a distributing depot to which goods are forwarded by electric express cars operating over local traction lines.

#### The Advertising Policy

When Mr. Macy was conducting his store at Haverhill, Mass., he believed that "advertising was the life of trade," and his use of space aroused amazement among his New England competitors. He carried the same policy with him to New York, and this policy has been practised by the house throughout its fifty years of existence.

#### Stimulating the Employes

As a means of uniting together the 10,000 employes of this house into one great army working for a single purpose—the success of the firm—The Macy Mutual Aid Association has been organized. This association provides a sick and death benefit, and as a means of assisting those who face temporary financial stringencies, carries a fund from which members may borrow, repaying their loans by weekly installments.

There is also an employees' dining room, where food is served practically at cost, and a large rest room set aside for the women employees contains a piano and many easy chairs. A hospital with nurses and physicians in attendance in case of sudden illness is another feature, while women employees are also provided with bathrooms, which may be utilized after working hours, if so desired.

This care for the comfort of the working force has had the effect of inspiring loyalty in the thousands of employees, and they give their best efforts to the affairs of the house.

#### The Lesson of the Hour

Looking again at the small store of Macy's first established in New York and then at the modern structure, and considering the policies which have wrought for the mighty advance there represented, the corner stone of merchandising success comes before the mind's eye—locate where the opportunities of growth in population and demand for merchandise is sure to increase with time; treat every customer with courtesy and supply them with "quality goods;" find ways and means of improving your service, being satisfied with nothing but the best, and keep growing. Never be satisfied with present attainments, but strive for larger things. The end should satisfy the most ambitious of men as the years roll by.



THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ESTABLISHED 1892.

#### Published Monthly By the

#### TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President

I. B. SCOTT, Vice-President

A. EUGENE BOLLES, Secretary-Treasurer

59-61 Park Place, New York' (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United States \$1.00 per annum
For All Other Countries, including Canada \$2.00 per annum
Single Copies \$10 cents

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

When in the New York market, buyers are cordially invited to pay us a

Vol. XXVIII

**MARCH, 1908** 

No. 3

A Profitable
New Industry

New Industry

Ticle on "The Future of Denatured Alcohol," published in this issue.

We have gone to considerable trouble and expense to collect together the information published in the four pages devoted to the subject, chiefly because denatured alcohol will undoubtedly be the fuel of the future and the utilities that burn it will be sold for the most part by house furnishing dealers.

The importance of denatured alcohol is seen from the fact that if all our forests were to burn up, all our coal mines peter out, our oil wells go dry and natural gas cease to flow, the United States could produce all the denatured alcohol needed to light our homes, heat our houses and cook our food.

Nor will the city department store be the chief

profit-maker in selling denatured alcohol utilities. The country dealer will profit largely, because denatured alcohol puts the country wife on an equal footing with her city sister, who has city gas at her disposal.

We venture to say that within a comparatively short period of time there will not be a house furnishing dealer of any consequence in the United States who will not have alcohol utilities for sale in his store, and the ones who will profit most will be the ones who urge the sale of these goods now, while the industry is still in its infancy. The demand for household utilities employing industral alcohol is sure to increase to immense proportions within a very few years, and the dealers who benefit most will be the ones who anticipate this demand at once.

Time and again, when reading over our daily batch of news items, we run across mention of fires that have burned out house furnishing stores in various parts of the country, and as often as not we see the statement—"Loss \$5,000, insurance \$250," or some other ridiculously small amount. Then, again, the entire absence of fire insurance is all too frequently in evidence

Of course, we sometimes see cases mentioned where dealers have gone to the other extreme and insured their establishments to the limit, and later suffered arrest on the charge of having had an altogether too opportune fire. We take pains to mention this matter because there are those with a streak of humor in their composition who permit this unfortunate side of the case to blind their eyes to the importance of the subject.

We will admit that fire insurance is a joke—that is, fire insurance is a joke, until an unexpected fire results in a total loss of stock, fixtures and invested capital, whereupon the "joke" becomes a calamity some business men have not the surplus capital to survive. But, whether or no, no business should be permitted to remain in jeopardy for an instant of meeting with that dead loss of capital a fire inevitably entails.

It is needless to add that fire insurance is a fixed charge in all well-regulated concerns, and for the sake of the negligent and forgetful, we urge every dealer in the trade whose business property is not now insured to attend to this important matter at once. Misfortune always finds us unprepared.

Our leading article this month is devoted to a discussion of the question. "Is the Small Dealer doomed?" There are those who believe the modern department store system is slowly but surely driving the merchant with limited capital out of existence.

But is it?

We have our opinions on the subject, but we would much rather have the opinions of the men directly concerned.

The department store can only exist in cities of 100,000 population and upwards, and such cities are not nearly as numerous as those running from 10,000 to 60,000, where the field for the small merchant is as profitable as ever.

Is the small dealer doomed?

How can he meet the competition of the department stores and the catalogue houses and earn a good living these days? Let's have a hundred brief answers from as many interested dealers.

Optimism Prevalent
on Pacific Coast

John Paci

"We have no use for the pessimist out in California," said Mr. Block. "In fact, the Western man has such a dislike for the 'croaker,' and the fellow who is continually shouting hard times that he goes armed for the particular purpose of driving such individuals out of town. Throughout the West the country is prosperous and business is proceeding in as great volume as ever. Our records for January of this year are far in advance of those of a year ago, and reports from our men on the road indicate that our spring business will reach larger figures than we have yet touched.

"We cannot understand out our way why the Eastern business man is down in the dumps, unless it is that he has lost his nerve, or has been taking too seriously to heart the troubles of the Wall Street contingent.

"We not only talk optimism on the Coast, but we practice optimism, nor are we whistling to keep up our courage. Business conditions in the West warrant the best that can be said for them, and we believe the year 1908 will be as good in a business way as any this country has experienced.

"It seems to me that San Francisco has the best

excuse of any city in the country for pleading poverty or talking 'hard times,' not merely because of the terrible fire which destroyed our city not long ago, but also because of the reign of graft from which we have only recently escaped.

"I carry in my pocket something of which I am extremely proud, and show it with the same feeling that leads the Civil War veteran to show his honorable discharge from the army that fought to save the union during that troublesome period. This is a card showing that I served on the Grand Jury for thirteen months that had a hand in convicting Mayor Schmitz and sending him to states prison for his share in the political corruption that besmirched the good name of San Francisco, and bound the city hand and foot to a band of grafters, who had drained the city and its business men dry.

"I was one of the body of men who bore an active part in breaking the power of Schmitz, Ruef and the others, who had defied the decent men of San Francisco to bring them to the bar of justice. I was offered bribes and threats, but I am thankful to say that the Grand Jury on which I served was composed of men who did their sworn duty to the city without fear or favor, and who, by convicting Schmitz and his partners in crime have set an example the business men of other cities of the country may well follow.

"The average business man is altogether too negligent in regard to his political duties and his obligations as a public-spirited citizen. The primaries offer an opportunity to all decent men to get together and break up the gang rule which characterizes the political situation in almost every large city in the United States, and yet business men for the most part never attend a primary election, but permit the professional politician to nominate for office those who will do their bidding and support the graft system of city administration, which is everywhere a recognized evil.

"If American business men were as good patriots as they are captains of industry, we should see a great change for the better in the administration of municipal, state and national affairs, and I am also inclined to believe that the panicky conditions, which marked the close of 1907, could thereby be prevented from occurring again in the future.

"In any case, Western business men believe that optimism and the restoration of confidence is an obligation every American patriot owes his country, and we believe we are meeting our obligations all along the line in a manner that demonstrates we know how to practice what we preach."

## THE GOSPEL OF OPTIMISM

"Blessed are They Who Preach Optimism, For They Shall Inherit the Earth"



E have no apologies to make for thus paraphrasing one of the Beatitudes, for certainly there is ground enough for asserting the Optimist is blessed above all other men in these days of business conservatism. That he will inherit the earth—meaning his proper share of its material rewards—goes without saying, for it is always the man who sees no obstacles in the path-

way to success who reaches the goal he seeks. We have no doubt that every member of the trade desires to surpass all former records in the volume of business transacted during the year of 1908, but we have grave doubts of his attaining his desire if he lacks faith in his ability to do so.

In December we said, "The United States was never in a more prosperous condition than it is to-day, and the future is bright, bright, bright." In January we said, "Buy, Mr. Buyer, buy-make your inventory early in January, and push in your orders as soon as possible. Dilatory buyers will be sorry enough who fail to heed our ad-In February we vice." said, "To those who need to be shown, surely January has given evidence enough that there is ground for abundant confidence as to the future, and the time is now ripe for the Optimist to resume his rightful position of authority throughout the country."

In March we assert, with all the strength that is in

us, that, in spite of 1908 being a Presidential year and the successor of a year ending in general business depression, 1908 will undoubtedly close with new trade records established in the United States. Here in the East a spirit of "blues" at present prevails, but this wave of business depression is headed for the Atlantic Ocean, and the commercial weather man informs us that we may look for fair weather and clear skies in the very near future.

#### **Buyers in New York**

Talking with Mr. S. C. Mead, Secretary of the Merchants' Association of New York, regarding the influx of buyers and out-of-town merchants to New York for the Spring buying season, we are informed that the number of buyers who have registered at the Association head-quarters is next to the largest in the history of the Association, and almost three times as many as registered during the corresponding number of days during July and

August of last year. These visitors represent all classes of trade.

"We may fairly deduce from this large registration of buyers," said Mr. Mead, "coming as they do from towns west of Pittsburg and Buffalo, and representing only a part of the actual number of buyers who visited the New York market during February, as not all who come to this city register here, that business conditions throughout the West are sound and the demand for merchandise as great as ever before. In fact, all the buyers who register with us come filled with enthusiasm over the business outlook in their section of the country, and you must remember that they represent the biggest houses of the West from Chicago to Oklahoma.

"From our records we know that nearly 2,000 buyers have come to New York during February, and how many more we cannot tell. As about one quarter of this number represents new business firms, and experienced local merchants will tell you that each buy-

er spends \$10,000, you can figure up for yourself the large amount of money which has come to New York so far this year, the new firms contributing at least half a mil lion dollars to the coffers of local jobbers. These figures are not so important, however, as the fact that business is good throughout the West, and Western merchants are (Concluded on Page 52.)

## To Visiting Buyers:-

¶ The booth of the House Furnishing Review, at the House Furnishing Goods Show, is conveniently located and is for your special benefit.

¶ You are not only invited, but urged to make it your head-quarters; make appointments to meet your friends there; use the easy chairs, and, in fact, use the booth as if it were your own.



## WELL-KNOWN MEN OF THE ROAD

Knights of the Grip Known to the House Furnishing Trade in the United States

E UGENE M. BELL, of Philadelphia, Pa., is well known to house furnishing dealers in New Jersey, Delaware, Maryland and southern Pennsylvania, and is on the road for the Atlantic Stamping Company, Rochester, N. Y.

Mr. Bell has spent his entire business life among the hardware and house furnishing trade, beginning back in 1900 with the Enterprise Manufacturing Company, with whom he continued until the vicissitudes of fortune led him to join the emissaries of a Philadelphia wood and willowware company. Since Mr. Bell has been with the Atlantic Stamping Company, he has been wearing the "smile that won't come off," and he is an ever welcome visitor among the trade he visits.

#### C. H. Du Bois

O NE of the best known travelers among the large cities east of the Missouri River and in Canada among the house furnishing trade is Cyrus H. DuBois, who has been connected with the W. G. Browne Manufacturing Company, of Kingston, N. Y. since the latter part of May, 1005.

Before becoming a member of the "Browne" forces, Mr. DuBois had been calling on the drug trade. He saw the "error of his ways," however, and having duly repented, turned his back on dispensing goods to cure man's ills, and began to energetically assist the house furnishing trade in doctoring up the "weak spots" in the kitchen—the work-shop of the home.

#### L. J. Brilhart

IF ENTHUSIASM counts for anything in salesmanship, and some assert it does, then Mr. L. J. Brilhart, manager of the Chicago office of the Republic Stamping and Enameling Company, Canton, Ohio, is one of the most successful salesmen in the trade.

Mr. Brillhart says the Republic people are the finest people he ever worked for, and the ware they are making the best in the world. Perhaps these statements may explain why he was first of all in sales last year, and looks forward to a bigger record of sales during 1908.

Mr. Brilhart has had ten years experience on the road as a saiesman, was with Marshall Field & Company of Chicago three years, and he has been with his present firm two years.

#### THE GOSPEL OF OPTISIM

(Concluded from page 51.)

not afraid to stock up with all the goods necessary to supply their Spring and early Summer requirements.

"We feel that the fact 1908 is a Presidential year may cause a certain degree of commercial conservatism, but as for commercial depression we see no signs of that anywhere in sight—on the contrary, we feel that confidence has returned throughout the West and that the outlook is all that could be desired."



The quarters occupied by the Lalance & Grosjean Manufacturing Company, at 19 Cliff Street, New York, were burned out on January 31st. The company had occupied these premises for upward of thirty years, solely for office and salesroom purposes. The fire has put the company to but little inconvenience, and a temporary office has been equipped at 56-58 Fulton Street. The company has arranged for a permanent location to be occupied early in March, having taken a floor in the new Barclay building, Broadway and Duane Street, which will be fitted up in an elaborate manner as an office, with sample and salesrooms attached.

THE report that Nicholas H. Colwell has been appointed receiver of the Hardware & Woodenware Manufacturing Company, of New York, is modified by the fact that the receivership is expected to be only temporary, and a plan is now under way whereby the full payment of the company's liabilities and a successful continuance of the business will be provided for. As soon as its financial affairs can be adjusted, it may be expected that business will be continued as successfully and on as large a scale as heretofore.

JOHN H. OHLERKING, 40 Dearborn Street, Chicago, a well-known sales agent, has consolidated with S. T. Smith, of Chicago, and the firm name has been changed to Ohlerking & Smith. They carry a complete line of hardware and house furnishing specialties.

THE EISLER MANUFACTURING COMPANY has been incorporated at Rochester, N. Y., with a capital of \$1,500, to manufacture hardware. The directors are Chas. Eisler, James L. Brewer and Horace G. Pierce, all of Rochester.

THE NOEPEL HARDWARE SPECIALTY COMPANY has been incorporated at Harrison, N. J., to manufacture awnings, hardware supplies, etc., with a capital of \$50,000. The incorporators are Wm. C. Woost, 41 Florence Avenue; Frederick Riecke, 140 Harrison Avenue; Napoleon B. Sanford, 607 Harrison Avenue, Harrison, N. J.

THE MOTHERS' CONGRESS DOLL COMPANY, Wilmington, Del., has been incorporated with a capital of \$50,000. The incorporators are William W. Whitney and John Wenger Keller, Philadelphia; M. L. Mead, Waynesburg, Pa.

In accordance with their usual custom, the H. W. Johns-Manville Company held a convention of its branch managers, in New York, from January 29th to February 1st. The managers of the various branches of the company throughout the United States were present at the meeting and a general discussion of the business affairs of the company took place. As a fitting wind-up of the convention, a banquet was given to the managers at the Union League Club, on Friday evening, January 31st. The convention was pronounced a decided success by all present.

THE LISK MANUFACTURING COMPANY, Canandaigua, N. Y., and the Reed Manufacturing Company, of Newark, N.

Y., have resumed operations, and from present indications the troubles of the company are a thing of the past.

THE NEW CENTURY WEATHER STRIP COMPANY has been incorporated at Camden, N. J., with a capital of \$30,000, to manufacture wood, iron and steel weather strips, shelf hardware, etc. The incorporators are R. G. Reed, E Truxall, N. A. Henry, all of Camden.

THE AMERICAN WRINGER COMPANY, Auburn, N. Y., has resumed operations.

THE MONITOR SAD-IRON COMPANY, Big Prairie, Ohio, has been incorporated with a capital of \$50,000, to manufacture self-heating sad-irons.

THE BLACKHAWK SCREEN COMPANY, Waterloo, Iowa, has been incorporated with a capital of \$10,000, to manufacture screen doors and all kinds of screens. Those interested are Bertha M. Patterson and C. W. Hutton.

THE FRENCH-AMERICAN TOY & NOVELTY MANUFACTURING COMPANY, New York, has been incorporated with a capital of \$10,000. The incorporators are Marie Lewkowicz, 532 Dean Street; Luke Levy, 377 Munroe Street, Brooklyn; Barrett Cohen, 66 E. 106th Street, New York.

THE ROCHESTER NON-RUST TINWARE COMPANY, Rochester, N. Y., are now located in their new plant where they are well equipped to fill all orders promptly.

THE LOVE-COCHRAN MANUFACTURING COMPANY, Greensboro, N. C., has been incorporated with an authorized capital of \$15,000, to manufacture washboards, buckets and step-ladders. The incorporators are W. E. Cochran, E. C. Love and W. H. Love.

THE CALIFORNIA BASKET COMPANY has been organized at Sacramento, Cal., to manufacture all kinds of baskets, pails, paper and merchandise. The incorporators are Freeman B. Mills, W. C. Walker, G. H. Cutter, J. L. Nagle and F. J. Fitch.

NICHTHAUSER & LEVY, the well-known manufacturers of kitchen liousehold ware and ornaments, have incorporated with a capital of \$80,000. The incorporators are D. Herman, Brooklyn; W. B. Logan and H. L. Moses, New York City; Mr. William Nichthauser, president; Mr. Isidor Levy, treasurer.

THE VANDALIA TOY COMPANY, New York, has been incorporated with a capital of \$15,000, to manufacture toys and similar articles. The incorporators are Albert Muller, 14 E. 81st Street; Louisa Schramm and Martha Schramm.

THE NEW YORK STANDARD ASH CAN MANUFACTURING COMPANY, New York, has been incorporated with a capital of \$5,000, to manufacture ash cans, metal wash-tub covers, etc. The incorporators are Abraham L. Horn, Katie Horn, Jacob Goldman, 236 E. 10th Street, New York.

THE JACKSON WOODENWARE COMPANY, of Atchison, Kans., have incorporated under the laws of Missouri to manufacture woodenware at Penrose and St. Francis, Ark.

## WHO MAKES THE



# GLASSWARE and is it the best?

ASK THE DEALER.

## A. H. Heisey & Co., Inc.

NEWARK, OHIO.

New York Sample Room
No. 25 West Broadway
A. A. Bean, Agt.

Baltimore Sample Room
122 West Baltimore St.

H. S. Bokee, Agt.

Philadelphia Sample Room 1035 Market St., T, Downs, Jr.. Agt.



The Ionia Pottery Company, of Jackson, Mich., reports that 1907 was the best year in the company's history. The profits will be put into extensions. The officers were unanimously re-elected as follows: President, Fred Cutler, Jr.; vice-president, Royal A. Hawley; secretary-treasurer and general manager, Harvey Kidder. The prospects are good for further increase in business in 1908, and the plant is now being operated to its fullest capacity to take care of its orders.

CALLAWAY, HOOCK & FRANCIS, one of the largest crockery dealers at Salt Lake City, Utah, have signed a lease running fifty years on a handsome concrete building, which will be ready for their occupancy about September 1st. The ground floor and basement will be occupied by the crockery firm, and they will have one of the best appointed stores in Utah.

An association composed of superintendents and foremen of the potteries in the Ohio Valley district at East Liverpool, Ohio, has been organized for the purpose of "Education and Protection," and it is planned to have technical addresses delivered before the association, either monthly or fortnightly, to be followed by discussions which should prove helpful to the members of the association. The officers are: President, John Stamm, National China Company; vice-president, Robert J. Meakin, Hall China Company; secretary, Joseph F. Manor; treasurer, Silas M. Ferguson, United States Pottery Company, Wellsville, O.

THE IMPERIAL GLASS COMPANY, Wheeling, W. Va., has resumed operations in full. The Imperial closed down shortly before the holidays, and the large number of orders since accumulated will give employment to about five hundred persons.

THE BRADSHAW POTTERY COMPANY, at Warren, Ohio, has resumed operations, the plant having been idle since September 1st.

The attention of the trade is called to the fact that A. H. Heisey & Company, the well-known manufacturers of fine table glassware, whose factory is located at Newark. Ohio, have moved their New York office from 42 West Broadway to 25 West Broadway. The office is in charge of A. A. Bean, who will also look after the New England district.

A visit to the New York office of this concern will well repay all buyers of glassware, as their line of Colonial glassware, Diamond H., and other well-known lines include a splendid variety of goods well qualified to build up trade and to offer large profits to the discriminating buyer.

THE MOHGADORE STONEWARE COMPANY has been incor-

porated at Columbus, Ohio, with a capital of \$15,000 by Wallace Pero, Daniel Wise, John P. Hall, H. B. Bixley and James W. Poulson.

THE BLOCK QUEENSWARE COMPANY, Hot Springs, Ark., has enjoyed such an increase in business as to warrant the remodeling of their store, and the putting in of a new front. The alterations will give this company as fine a looking establishment as there is in Hot Springs.

THE FOSTORIA GLASS COMPANY, at Wheeling, W. Va., has resumed operations, including the new factory and the cutting shops.

THE D. L. MELICK POTTERY COMPANY, Zanesville, Ohio, has been organized with a capital of \$10,000, by D. L. Melick, George W. Owens, Frank L. Crary, John W. Kropp and John J. LeRoy.

THE SALEM CHINA COMPANY, Salem, Ohio, has resumed operations, the plant having been idle since the holidays. During the shut-down a number of repairs were made to plant, including the installation of a new sprinkling apparatus.

THE AKRON CHINA COMPANY, Akron, Ohio, has increased its capital from \$150,000 to \$250,000.

THE PERRYSVILLE POTTERY COMPANY, Mansfield, Ohio, will increase its capital from \$25,000 to \$50,000.

THE KENTON GLASS SIGN & NOVELTY COMPANY, Kenton, Ohio, has been organized with a capital of \$10,000. R. D. Turner and others are interested.

THE ELITE CHINA & GLASS COMPANY, of Portland, Ore., has been incorporated with a capital of \$1,500. The incorporators are Harold Lange, W. F. Breidenstein and B. F. Sinsheimer.

HIGGINS & SEITER, china and glass dealers at New York, N. Y., have moved into their new twelve-story building, 56-58 W. 22nd Street, and show one of the largest stocks of china and glassware ever exhibited in America.

BURR BROS., Rockford, Ill., will shortly occupy an adjoining building, and the new department will be used largely for a crockery and glassware section soon to be added.

THE RESTAURANT CHINA COMPANY, 100 Washington Street, Chicago, Ill., has been incorporated to manufacture china, glassware and silverware. Capital, \$10,000. The incorporators are R. L. Shepherd, K. Neale and W. H. Beckran.

COCHRAN, DRUGAN & COMPANY have incorporated with a capital of \$15,000, at Trenton, N. J., to deal in and manufacture pottery. The incorporators are Andrew Cochran and Samuel Drugan.





White Mountain Freezers always have kept the livest stock on the quickstep. Easy to sell because your customers all know them by reputation. This season they

will be easier than ever. The famous triple motion

# White Mountain Freezers

Freeze the Cream Quickest
Bring the Profits Quickest
Bring You More Customers
Keep You More Customers

One of those lines with a good name so well established that they help tone up an entire stock. Help sell other goods.

## Bring Larger Profits, Too!

Place them in a conspicuous spot. Say a pleasant word about them now and then. You will be surprised at results.

## THE WHITE MOUNTAIN FREEZER CO.

Manufacturers of Freezer Perfection

NASHUA. N. H.



FRANCIS J. McNICOL has resigned his position as buyer c: house furnishing goods, china and toys for Wise, Smith & Company, of Hartford, Conn., and has taken charge of the same department for Reid & Hughes, Waterbury, Conn.

E. H. Bentley, buyer of house furnishings, china, toys, sewing machines, trunks, etc., for Trask, Prescott & Richardson Company of Erie, Pa., resigned February 1st to take effect April 1st, and will accept a position April 1st with The Columbus Grocery Company as manager of a part of their chain of twenty-six stores in Columbus, Ohio. Mr. Bentley makes this move on account of ill health, and will probably return to the house furnishing lines at the end of the year.

J. V. CONNOR will shortly open a new department store in Mansfield, Ohio, and will handle all lines of general merchandise, including clothing, shoes, dry goods, millinery and household utensils.

EXTENSIVE preparations are being made for the opening of the new 13-story building of the Maison Blanche Department Store, at New Orleans, La. The structure is one of the most modern in the South, and was erected at a cost of \$1,500,000. The first five floors will be employed for selling purposes, the other stories being used for offices.

M. S. Kopf has recently accepted a position as a house furnishing buyer for Gimbel Bros., Milwaukee, Wis., and is well equipped by his previous experience to attain good success in his new berth. He was assistant to Mr. Dalgren, of A. Rothschilds & Company for two years, prior to which time he was with Ed. Beltz, of The Famous Department Store, St. Louis, and has also been connected with Hillman's, of Chicago, for seven years. He has a reputation for being a hustler, and his many friends wish him success in Milwaukee.

The name of the new concern of which George D. Sleigh is the head, and which has been established to continue the business of Carter & Cooley store, in Springfield, Mass., will be the Carter-Cooley Company. Associated with Mr. Sleigh is J. Otty Morrell, for the last twenty years connected as manager and buyer with several of the leading department stores in Canada, and recently resigned such a position with the Murphy-Gamble Company, of Ottawa.

THE O'GORMAN COMPANY, Providence, R. I., who until recently conducted a large department store and has been in the hands of receivers for several months, have been adjudged bankrupt. The liabilities of the concern are placed at \$460,000.

THE P. J. YOUNG & COMPANY, New Brunswick, N. J., will add a house furnishing department to their store when they move into their new quarters. John A. Ayers will assume charge of the new department.

CARL KAUFMAN, who recently retired from the Wasserman, Kaufman & Company, will shortly open a new department store in Sacramento, Cal.

A. S. Brager has been admitted to partnership by his father, Albert A. Brager, who conducts a department store in Baltimore, Md.

NATHAN-DOHRMANN COMPANY, wholesale and retail dealers in crockery and house furnishing goods, have leased the large new building on the very prominent corner of Geary Street and Grant Avenue, facing Union Square, in the very center of what is to be the best retail district of the future San Francisco. The building, here illustrat-



NATHAN-DOHRMANN COMPANY'S BUILDING.

ed, is not entirely completed as yet, but so anxious was the firm to get its wholesale department and force of workers downtown, and in from their isolated location on El Dorado Street, that they have already taken up their quarters in the new store. The ground floor will be occupied by the retail department when completed. This will be a very spacious department, and the firm promises to spare no expense in making it elaborate and complete. At present the retail store will remain out on Van Ness Avenue, where the best class of trade still assembles, and here it will remain at least until after next Christmas, although by that time it may be operated merely as a branch.

Cox & Lafferty, of New York, have opened a special department devoted to a handsome display of imported china, an l glassware. A visit to the new department will well repay all dealers interested.

## **EFFICIENCY**



### **ECONOMY**

No. 10. Tourist Iron

In former days woman was compelled to iron the entire washing with one style of sad iron—the same size and shape answered for sheets and towels or linens and laces. The modern woman demands household utensils that will make her work simpler and easier and that will do the work right. We have filled this want by producing

## A SAD IRON FOR EVERY PURPOSE

This means that where the average woman was formerly content with two or three of the old style irons, she now is not satisfied until she has a complete set. This means more business for the dealer who handles Asbestos Sad Irons.



No. 570. Family Cabinet

ASHISTOS LINED

No. 50. Flounce Iron

This set consists of one pressing iron, two laundry irons, one flounce iron, one sleeve iron, one tourist iron, and three asbestos lined steel stands, put in a case of nicely polished hardwood with brass trimmings and with apartment for each article of the set.

our new household set no. 196. As a result of our year's of experience we pronounce this set the most complete and best adapted for general household purposes. This set consists of two laundry irons, pressing iron, flounce iron, French polishing iron, and sleeve iron, with two asbestos lined stands, a waxer and cleaner, all packed in a next white pine box.

These are only two of our very comprehensive line, all of which is illustrated and described in our catalogue which is yours for the asking.



## THE DOVER MANUFACTURING CO.

Sole Makers and Patentees
CANAL DOVER, OHIO.



No. 130. Laundry Set



No. 70. Laundry Set

## **DURABILITY**



## **SIMPLICITY**

We extend an urgent invitation to really live buyers—those who are in business for profit, not for glory, recreation or philanthropy—to visit our booth at the House Furnishing Goods Show, and get acquainted with our representatives, our goods, and our profit compelling business methods.

## WE CO-OPERATE WITH THE BUYER

First: By furnishing perfect sad irons—sad irons that satisfy, that create business, that are easily displayed, easily advertised and easily sold.



Sectional View. Showing Scientific Construction

Second: We guarantee a reasonable profit to the dealer by establishing and maintaining fixed minimum prices, therefore no dealer handling Asbestos Sad Irons is in any danger of being undersold.

Third: Practically every woman who reads has been made acquainted with the merits of our goods, by the thousands of dollars we have spent in general advertising.

Fourth: We furnish the dealers with a handsome quarter sawed or flemish oak display table or enameled steel display stand, valuable illustrated ideas, with decorations, signs and other materials, for window and interior display, liberal quantities of literature and electrotyped advertisements.

Lack of space prevents our more than touching briefly on our methods of co-operation, and we shall be pleased to go over the entire matter in detail with buyers who will visit our booth.



No. 40. Sleeve Iron



No. 80. Pressing Iron



## THE DOVER MANUFACTURING CO.

Sole Makers and Patentees

CANAL DOVER. OHIO.



No. 120. Laundry Set.



No. 100. Laundry Set

## THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Office and Warehouse

Chicago

## "VOLLRATH"

# ENAMELED WARE

IN

## STEEL - and - CAST IRON

White and White

Special Blue

Majestic

Ajax

Cuspidors

**Spittoons** 



Imperial Hollowware

X and XX

New Idea Maslin Kettles

Stove Reservoirs

Sinks

Cuspidors

**Spittoons** 

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.







## HOUSE FURNISHING GOODS SHOW

Brief History of the Show. Program. List of Exhibitors, and Goods on Display. The Management



WAS ABOUT FIVE YEARS ago that I. B. Scott, founder, and until last fall publisher of the House Furnishing Review, first conceived the idea of affording manufacturers of house furnishing goods, china, glassware and kindred lines an opportunity of exhibiting their products in a trade

exposition once a year to buyers and merchants dealing in this class of goods. Many people pooh-hoohed the idea when it was first broached, saying that house furnishings were nothing but "pots and pans" and an interesting and profitable exhibition was impossible.

The first House Furnishing Goods Exhibition, held in Madison Square Garden in August, 1906, was a pleasant surprise to the trade, for nobody believed such a splendid array of house furnishings was possible. As the show comprised not only staple lines, but many specialties that had not been reckoned with, it was a wonderment to all.

The second annual exhibition held in Madison Square Garden in August, 1907, was well supported by the trade, many manufacturers who had failed to exhibit their products the year before having taken space. It was the general opinion of all,

however, that the exposition would serve its purpose better if the public was excluded, and the exhibition made a "trade show" only, attendance being limited to exhibitors and buyers.

The third annual House Furnishing Goods Show finds itself, therefore, in the strictly "trade-show" class, and the management call attention to the fact that only the manufacturers who are exhibitors, and those buyers and merchants who desire to see the goods displayed will be admitted. The representatives of competing firms, who have not taken space, will be rigidly excluded from attendance.

The third annual exhibition is held in March, instead of August as heretofore, because the manager, Mr. I. B. Scott, found it the almost unanimous opinion of buyers that the show would be of greater service to them if it was held in the spring. Madison Square Garden could not be secured, and the management has hired the Grand Central Palace, New York's best known trade show hall, which is designed especially for exhibition purposes, for the use of exhibitors. It is expected by the management that the present exhibition will not only surpass all former shows in attractiveness, but prove to be of greater advantage to all concerned than any that have gone before.

## **HOUSE FURNISHING GOODS SHOW**

**SEASON OF 1908** 

Held at the Grand Central Palace, Lexington Avenue and 43rd Street, New York From March 2nd to 7th inclusive.

#### EXHIBITORS AND THEIR EXHIBITS

The following list of Exhibitors and their Exhibits has been revised and corrected up to Friday afternoon, February 28th. Not responsible for omission of entries after that date.

ALCOHOL UTILITIES

Lamps: Alcohol Utilities Company

\*G. Cohn & Company

\*Geo. L. Marion Manufacturing Co.

S. H. Mildenberg.

Sad-Irons: Alcohol Utilities Company

\*Geo. L. Marion Manufacturing Co.

Stoves: Alcohol Utilities Company

\*G. Cohn & Company

S. H. Mildenberg.

ART STATUARY

\*Boston Plastic Art Company

BASKETS (DOMESTIC)

H. Gross .

BATHROOM ACCESSORIES

Cantslip Bathtub Appliance Company \*H. & H. Manufacturing Company

BRIC-A-BRAC

\*Boston Plastic Art Company

CLOTHES LINES, TWINES, ETC.

\*A. L. Tribble Company

CLOCKS

New Haven Clock Company

DUSTERS

3 B. Duster Company

EARTHENWARE

Fulper Pottery Company

ELECTRIC LIGHTING SPECIALTIES

Continental Art Glass & Brass Company Union Gas & Electric Fixture Company

ENAMELWARE

Leffler, Thiele & Company

FIRELESS COOKER

S. H. Mildenberg

FLOOR STAINS

New York Varnish Company

GAS LIGHTING SUPPLIES

Block Light Company

Centinental Art Glass & Brass Company Union Gas & Electric Fixture Company

GAS STOVE APPLIANCES

Willock Manufacturing Company

GALVANIZED WARE

\*Nichthauser & Levy

HARDWARE SPECIALTIES

\*The Gilchrist Company

INFANTS' SPECIALTIES

Infants Sanitary Crib Company

ICE CREAM FREEZERS

\*Snowflake Manufacturing Company

JAPANNED WARES

\*Nichthauser & Levy

KEROSENE UTILITIES

Lamps: \*G. Cohn & Company

Lamp Shades: Continental Art Glass & Brass Co.

Safety Lamps and Heaters: \*Stillman Safety Lamp Co.

Mantles: F. C. Gottschalk

METALLIC BINDING AND CORNERS

Ray Hubbell

METALWARE

\*Nichthauser & Levy

METALWARE SPECIALTIES

\*Clayton & Company

Diamond Hardware Manufacturing Company

\*H. & H. Manufacturing Company

MOPS

\*A. L. Tribble Company

I X L Mop & Specialty Works

NOVELTIES

\*H. & H. Manufacturing Company

Westmoreland Specialty Company

PUBLICATIONS

House Furnishing Review

SAD-IRONS

\*Dover Manufacturing Company

SILVERDIP

\*Silverdip Sales Company

SOUVENIR GOODS

Westmoreland Specialty Company

STAIR FASTENERS AND CORNERS

Ray Hubbell

TABLEWARE

Westmoreland Specialty Company

UNDER-GLAZE SPECIALTIES

Buffalo Pottery

VASES

\*Boston Plastic Art Company

Westmoreland Specialty Company

WASHING MACHINES

Rochester Rotary Washing Machine Company

WATER COOLERS

Fulper Pottery Company

#### SPECIAL NOTICE

THE HOUSE FURNISHING GOODS SHOW is under the sole management of I. B. Scott, assisted by I. B. Scott, Jr. The Show will be open at 9 A. M. from Monday until Saturday, and will close at 6 P. M., except on Wednesday and Thursday, when it will remain open evenings.

Admission to the Show is by Ticket only, and the management reserves to itself the right of granting admission privileges. In former years, the management has been liberal in this regard, but non-exhibiting manufacturers have abused our confidence by sending their salesmen to the Show in defiance of the rights of more honest and progressive manufacturers, who paid for the privilege of exhibiting their goods. In justice to our exhibitors, the management, therefore, announces that only buyers and exhibiting manufacturers and their accredited representatives will be admitted to the Show, and if the representatives of other firms are seen on the floor, they will immediate

VISITING BUYERS will find the House Furnishing Review Booth centrally located, and every convenience provided for their benefit. All are cordially invited to share in its hospitality, make appointments to meet friends there, and make it their headquarters at the Show.



#### New Home of "Elite" Enamelware

The following short history of the concern which han dles and markets the leading enamelware, Rothschild, Meycrs Company, will interest many dealers in the trade, as



will also the cut of their new building which serves to illustrate this article. Rothschild, Meyers & Company started business in 1900, occupying about six hundred square feet at 568 Broadway. Their business had increased to such an extent the following year that they were

obliged to move to a Broadway corner, 395 Broadway, where they occupied seven thousand square feet. This enlarged space only served their purpose for two years, however, and another move had to be made in 1903. This time to 524 Broadway, corner of Spring Street, where their floor space was twelve thousand square feet.

They have now taken a long lease in the magnificent new building at Spring Street, two hundred feet east of Broadway, where they occupy twenty thousand square feet back of their old quarters.

Their business is in such excellent conditions that Broadway corners are no longer required. Everybody knows "Elite" Enamelware, and everybody looks for it and knows where to find it. We congratulate the "Elite" people on their last move, and wish them the success which they so well deserve. The trade values them for their fair dealing and for the superior quality of "Elite" enamelware.

#### The Vandy-Handy Clothes-Pin Bag

The Vandy-Handy Clothes-Pin Bag we illustrate in this column is undoubtedly the best and most useful clothespin bag that has ever been invented. Soiled clothes pins can ruin an entire wash, and the disposal of them while langing out clothes has always been a problem. The Van-



dy-Handy Clothes-Pin Bag saves all the troubles housewives have ever had with clothes pins, and every housewife who sees one is so delighted with its merits that she buys it on the spot.

The most successful method of selling the Vandy-Handy Clothes-Pin Bag, and trying out its merits, is for dealers to demonstrate them in their store, and make them a feature of their advertising. The consequence has always been in such cases that the clothes-pin bags have sold like the proverbial "hot cakes" and a steady demand cre-

ated for this excellent article.

As will be seen from the cut, the bag may be hung on the clothes-line or by the side of the window, and clothes pins are put in through the wire mouth at the top or taken out of the opening at the side of the bag, which always faces the housewife while she is using it, and either operation requires very little effort.

The Vandy-Handy Clothes-Pin Bag is made to sell at 25 cents each, and not 10 cents as announced last month, owing to an unfortunate typographical error, and is worth more than the small sum which it sells for. This article offers good profits to dealers, and we feel no hesitancy in recommending that every reader of The Review, who is not already familiar with this article, should write at once to the Vandy-Handy Manufacturing Company, Newark, N. J., for full details in regard to their proposition.

#### C. W. Packer's Standard Ice Cream Freezers

The "Old Reliable Standard" maintains its popularity as the leading first-class freezer. Its introduction many yearago created a revolution in the manufacture of freezers, popularizing their use where heretofore ice cream was a luxury only enjoyed to a limited extent. The simplicity of construction and adaptability to the purpose required at once won for it a prominent and permanent place in public favor. The "Standard" has had many imitators but no equals. Expense is not spared in the manufacture; numerous improvements have been introduced, and strength, durability, neatness and efficiency are prominent points, also the perfection of the mechanical arrangements guarantee the freezing of cream, fruits, water ices, etc., in the shortest time and most satisfactory manner.





The ice cream making power of a freezer is in the beater or dasher and the amount of agitation produced by it within the can determines the quality and quantity of the ice cream. The beater of the "Packer" freezers is constructed with vibratory scraping-bar, deflectors, cutters and lifters of a form peculiarly our own and unlike those used in other makes of freezers.

Our patented automatic double-acting vibratory scraper adjusts itself closely to the inner surface of the can (where the freezing commences), removing the frozen cream as rapidly as formed, whilst the deflectors, lifters and cutters force the unfrozen portions to the sides of the can, causing "continuous action" upon the cream, by which the maximum amount of agitation is secured and the cream is thoroughly beaten, insuring rapid and uniform freezing and producing the smoothness and richness requisite in good

ice cream, also the largest amount it is possible to make from the quantity of cream used.

The cans are made of the best quality extra weight tinned steel plate. Tubs of selected seasoned white cedar, free from defects. Inside castings tinned, outside castings galvanized. Malleable iron fittings used on tub.

The detachable hinged cross-bar, containing the gear-wheels, may be removed or turned over by unfastening a single hook or bolt on the front.

The "Standard" freezer is made in sizes suitable for family use; is very easy to operate, and will produce ice cream, etc., equal to that prepared by the most experienced confectioner.

Manufactured by Chas. W. Packer, at 409 Commerce Street, Philadelphia.



#### Trojan Shade Hangers

The merchant of to-day, who does not handle adjustable window shade hangers and other meritorious accessories to an upholstery department, cannot make claim to progressiveness, and is overlooking a source of revenue. Undoubtedly the most conspicuous among adjustable shade hangers is the "Whitmore." This hanger is hung by means of two small hooks, and it reduces the inconvenience of



shade-hanging to a minimum. It is only necessary to drive the hooks in the casing, without heed to the exact spot, and insert the hanger with shade attached. Everyone who has ever hung a window shade with the common brackets has experienced the annoyance attendant upon getting the brackets in just the right spot while trying to hold the shade, hammer, screws and brackets at the same time. This trouble is all eliminated when the Whitmore Hanger is used, and the job is done quickly and properly.

The adjustable feature of the hanger makes it possible for the user to preserve the width of his shades when they are a little wider than the windows, and it enables the dealer to make sales of shades which he would otherwise lose when the customer does not know the exact width of his windows. The hangers are adjusted to the shades before leaving the store and any novice can hang them.



To remove the shade when cleaning windows it is simply lifted out of the hooks and replaced when desired, which is an item of great convenience in house-cleaning time.

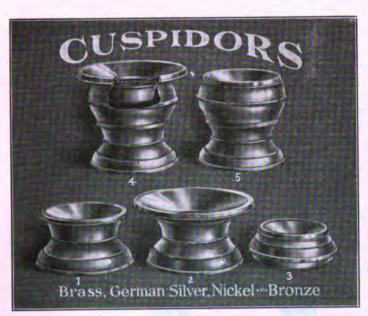
Ventilation can be had over top of shade by using two sets of hooks.



We have seen a circular issued by the manufacturers, showing photographs of six car-load shipments of this little article, representing 2,000 gross or \$12,000 to the jobber. Such a demand would seem to make the hanger worthy of a trial order from any merchant. It retails for only 10 cents and the merchant's profit is liberal. This hanger is carried in stock by nearly all leading jobbers and is made by The Trojan Manufacturing Company, South Bend, Ind.

#### **Brass Cuspidors**

We illustrate in the column a line of brass cuspidors made by the Rostand Manufacturing Company, Milford, Conn., which should be a feature of every well-conducted department devoted to brass goods. As will be seen, the cuspidors are made in a variety of styles and shapes, each



of them handsome, and all of them easy cleanable and thoroughly sanitary in every particular.

The cuspidors are not only made of brass, but also of German silver, nickel and bronze,

The Rostand Manufacturing Company is noted the country over for its fire-place fixtures, including andirons of biass and other metals, fenders, fire sets together with candle-sticks, door knockers, and other art metalware that appeal especially to people of discriminating taste.

We recommend that dealers drop a line to the Rostand

Manufacturing Company for catalogues and quotations on their lines, all of which will be found particularly attractive

#### "Newskeem" Enamel Cooking Kettles

The New England Enameling Company, 736 Broadway, New York City, not long ago placed upon the market what was known as the "Puritan" Kettle, a labor-saving cooking utensil, having a patented device that holds the cover on while the water is poured off without losing a bit of the contents. This kettle is especially adapted for cooking vegetables of all kinds that require straining. It positively prevents scalding of hands and face. The kettle can be emptied with perfect ease and safety, as the cover when slightly pressed by means of the back attachment remains firm, and the liquid contents is emptied through a spout and also strained at the same time.

The "Puritan" Kettle was recently placed on sale by Mr. H. M. Hollander, the well-known buyer for the Henry Sie gel Company, of Boston, and he advertised it as the "Newskeem" Enamel Cooking Kettles. The sale was such a success, and the name devised by Mr. Hollander so captured the fancy of the manufacturers, that they have adopted it for this kettle and copyrighted it.

The "Newskeem" Cooking Kettle is one of an immense variety of high-grade articles manufactured by the New England Enameling Company, and dealers should write to Mr. Ginsberg, the well-known New York sales agent, for full information and prices of this excellent line of goods.

#### "Veritas" Aluminum Flatware

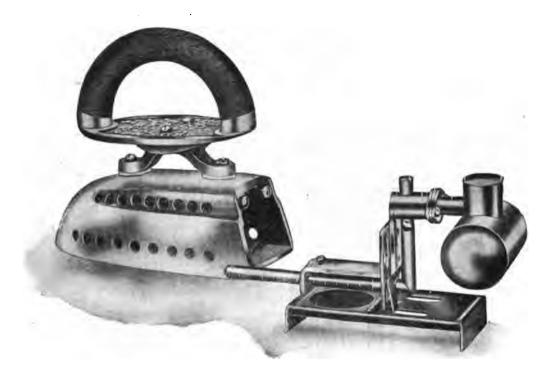
We desire to call attention this month to the "Veritas" Aluminum Flatware advertised by G. M. Thurnauer & Bro., who have recently moved to new and larger quarters at 83-85 Worth Street, near Broadway, New York.

"Veritas" Aluminum Flatware include spoons, knives and forks, ladles, etc., and are made from the only alloy which has been successfully used for the manufacture of Aluminum Table Ware. The weight of articles made of Veritas Aluminum is very light, while the articles themselves are very hard and strong. They are absolutely non poisonous, and resist all acids present in fruits, vegetables, salts, spices and other food stuffs. Articles of "Veritas" Aluminum remain always bright, provided they are never cleaned with soda. The best means for cleaning are soap and water, and their high polish is best retained by the application of ordinary white chalk with alcohol. The formation of verdigris, rust and other harmful chemical combinations is entirely excluded in "Veritas" Aluminum Ware, and they are, therefore, particularly recommended for use in hospitals, for the equipment of army and navy, for the tourist and huntsmen, fishermen, or other sportsmen where weighty equipment is objectionable.

The prices of the "Veritas" Aluminum Wares are very low, so that a large sale in all classes of trade for household and general use is readily possible.

G. M. Thurnauer & Bro. extend a cordial invitation to buyers visiting New York during March to call at their headquarters and look over the splendid line of house furnishing goods shown.

They are leading importers, and such a visit will well repay buyers, and many good things will be missed if this invitation is neglected.



### The Alcohol Gas Flat Iron

We illustrate on this page a self-heating alcohol-gas flat iron manufactured by George L. Marion Manufacturing Company, 129 Front Street, New York City. As will be seen by the illustrations, the flat iron is one of the best and most economical offered for sale in the United States, and it has many striking advantages.

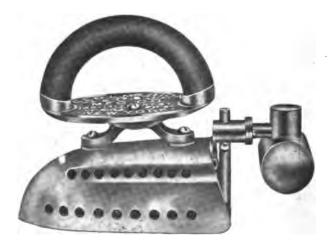
It is absolutely safe and clean, the heat is uniformly distributed over the entire bottom surface. It is ready for use in from three to four minutes after the alcohol-gas is ignited.

No wire or rubber tube attached to some fixture on the wall are required, such as are necessary in using electricity or the ordinary hand iron. It may be carried from room to room, as each iron generates its own gas. It can, therefore, be used in country districts where it is impossible to procure gas or electricity, or where a fire cannot be obtained. The housewife can do her ironing during the hot weather out of doors under the shade of the trees, while the cost of operation is far less than the cost of coal and wood necessary to heat the old-fashioned flat iron, because practically all the heat generated in the alcoholgas flat iron is utilized, while only a small percentage of the heat from the stove can be used.

Ladies who desire to press the creases out of ribbons, expensive lace, shirt waists, etc, in their rooms in hotels. or boarding houses, or when traveling, will find this flatiron a great convenience. Dressmakers using the alcohol gas flat iron, when employed at the homes of families, and who work in the upper part of the house, can save the kbor and time necessary to descend to the kitchen to heat the old-fashioned irons. The hand is protected from the heat by an insulated plate, as shown in the illustration,

thus keeping the hand perfectly cool during the continuous use of the iron.

According to reports made by Charles Barnard, in charge of the housekeeping experiment station at Darien, Conn., the cost of operating the iron continuously in regular laundry work was found to be about three-fourths of one cent an hour with alcohol at fifty cents a gallon; calling a day's work in the laundry eight hours, the cost for fuel for one iron would be ten cents. As the same iron can be used continuously, the Alcohol-Gas Flat Iron prevents all waste of time and traveling needed when the ordinary flat irons are used, as two irons must be used alternately, in the latter case, one being heated while the other is in use. The self-heating iron, therefore, saves loss of time and labor, footsteps, and its superior ease of management, its fine finish giving an easy rapid motion, and its uniform heat would also make an estimated saving of twenty per cent in the time of doing a given amount of laundry work.





This is one of the best utilities manufactured by American makers to employ denatured alcohol, and dealers should write to the G. L. Marion Manufacturing Company, as above, for full particulars in regard to the Alcohol-Gas Flat-Irons made by this concern. The descriptive matter furnished will be found extremely interesting, and prices quoted are equally attractive.

### White Frost Refrigerators

The attention of the trade is called to the White Frost Refrigerators advertised in another section of this issue and, as will be seen, they are of metal, are round, and are perfectly sanitary, very economical in the consumption of ice and will find favor with those who desire refrigeration at the least possible cost.

The White Frost Refrigerators are made entirely of galvanized sheet steel with solid brass trimmings. They are coated inside and out, excepting the ice chamber, with white enamel, and because they are cylindrical in shape have no nasty corners to dig out. Because the White Frost has revolving shelves, it is the handiest refrigerator made. The shelves are also adjustable and can be raised or lowered instantly. The refrigerator can be easily cleaned because the shelves can be taken out entirely and a hose turned in.

The White Frost Refrigeraters have another advantage in that they are very handsome, which makes them so attractive that they sell with little difficulty. Because they are made of galvanized sheet and heavily enameled they cannot rust out and they cannot wear out. This represents a good investment to the house-wife, and gives this refrigerator another strong talking point.

Dealers should write to the Metal Stamping Company, Jackson, Mich., for further information.

### The Standard Sewing Machine

The Standard Rotary Shuttle Sewing Machines are well known in the New England States, where they are being handled by such firms as the Denholm & McKay Company, Worcester, Mass.; Brown-Thomson & Company, Hartford, Conn.; the Shepard-Norwell Company and R. H. White Company, of Boston, Mass.; the Shepard Company Providence, R. I.; Almy, Biglow & Washburn, Salem, Mass.; Forbes & Wallace, Springfield, Mass., and the Edward Malley Company, New Haven, Conn. They are also handled by John Wanamaker, of New York and Philadelphia; H. A. Meldrum Company, Buffalo; Sibley, Lindsay & Curr Company, Rotchester, N. Y.; T. Eaton Company, Toronto and Winnipeg, Cana; and the Phillips, Buttoroff Mfg. Company, Nashville, Tenn.

The profit on one Standard Rotary is equal to the profit on three or four cheap machines, and it is far more easy to sell one high grade machine than two cheap machines. The investment for stock in the Standard Rotary is about one-half of what it would be on four cheap machines, the number necessary to sell to make the same profit as on one Standard Rotary.

There are other advantages in selling this machine which results in additional profits, and that is the fact that a

purchaser of a high grade machine will be highly pleased and look to the concern who sells the machine for all sewing requirements, and when the machine is sold on lease, the frequent weekly or monthly payments brings them to the seller's store, which undoubtedly results in a considerable increase in the customer's purchases in other lines.

The Standard Rotary Shuttle Sewing Machine is advertised in the largest and best women's magazines in the country; the Ladies' Home Journal, Delineator, Woman's Home Companion, Ladies' Home Journal Style Book, and the Housekeeper. These mediums reach three million subscribers monthly, or ten to fifteen million readers, who are continually being educated to the Standard Rotary quality, which will eventually result in the Standard Rotary becoming the most popular and easiest selling machine in the world.

The Agency for this machine is already considered a very valuable asset by the large Eastern concerns who are so fortunate as to have the exclusive sale, of the machine in their cities. A golden opportunity awaits many in the large cities of the Southern and Western States, who are equipped to sell high grade sewing machines at quality prices.

The Standard Sewing Machine of Cleveland, Ohio, offers exclusive agency to reliable, pushing concerns, and cc-operate with their agents in establishing and operating sewing machine departments according to improved methods as well as in advertising them. The profits derived from handling this machine will be very large and valuable and will be easily obtained by all Standard representatives.

Dealer should write to the concern as above for further information in regard to this sewing machine.

### Knapp's Hardware Specialties

We call particular attention to Bullards Carpet Stretcher, made by George S. Knapp, Bridgeport, Conn., which is the most complete and practical article made for stretching carpets.



A very interesting advertisement will be found among the succeeding pages which illustrates how this carpet stretcher works. It will be seen that the instrument is simple, strong and effective, and is as useful to the professional carpet layer as it is to the average household.

Another excellent article made by Knapp is his Gravity Broom Holder illustrated in this column. The Broom Holder is one of those useful articles every housewife wants as soon as she sees it, and both these articles are trade winners of such a character that the house furnishing department is incomplete without them.

They are excellent articles to use for demonstration, and to draw trade to the store, and we recommend that dealers write to Knapp for full particulars concerning his proposition. Prices will be found to be right, and terms to dealers are especially attractive.

### Tribble's Display at the Show

A. L. Tribble, of Boston, Mass., are planning to have one of the most striking and interesting displays of clothes lines, mops, and twine, making altogether the largest assortment of this class of goods ever placed on exhibition. In connection with their exhibit, they will put up machinery making clothes lines on the spot, showing to buyers the methods of manufacturing such goods.

This exhibit will be one that every buyer who is in New York should look for, and those who are not able to visit the show should write for full particulars regarding the excellent line of goods manufactured by this company.

### The Boss Washer

The accompanying illustration represents the "Boss" washer, made by the Boss Washing Machine Company of Cincinnati, Ohio. Its design originated with them and it is constructed so as to do the washing by a principle patterned from the old-fashioned washboard (which has been the mode of washing since the early ages) and has been acknowledged to be the easiest and most satisfactory method of cleansing clothes quickly and with no injury to the garments.

This method, however, permits the operator to cleanse but one garment at a time, while with the "Boss" washer, a quantity of them can be washed at one time and quicker than by hand. There are a great many washing machines on the market, of various designs, but which are not built on the rubbing and squeezing method of cleansing the clothes, and are washing machines in name only.

The principle and general construction of the "Boss" washer is, that by turning the hand wheel, the two rubboards on the inner side of the machine will oscillate in opposite directions, the clothes being between them, and by their action gently rub and force the water through every fibre, removing the dirt as cannot be done with any other device. The upper rub-board adjusts itself within elengated bearings, so that one garment can be washed a quickly and easily as a quantity.

The "Boss" washer is the only machine that has an extra chamber below the two vibrating rubbers, and in which chamber all dirt and lint, as it separates from the clothing, will settle, with the result that all garments when washed in a "Boss" washer are left in an absolutely sanitary condition.

This is a very essential feature in washing and cleansing ciothes and is a point which the manufacturers of the "Boss" considered indispensable in the construction of their machine. The machine is built of Louisiana cypress throughout, which is the most substantial lumber used in

washing machines, and as it does not absorb the water like other woods it consequently leaves the machine at all times in a sanitary condition.

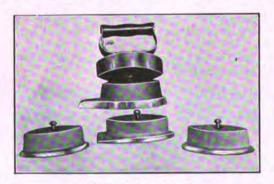


The machine is very simple in construction and operates with perfect ease. It is built in various sizes of various capacities, the machine for ordinary family use being sufficiently large to wash ten shirts at a time or other garments of like quantity. The machine can also be operated by hand or power.

The general construction, including design, levers and connections, are patented and so constructed as to avoid the inconvenience that the dealer or purchaser is usually put to in assembling machines for use, and it is this point the dealer should be very much interested in.

### Patent Sad Irons

We illustrate in this column two of seven kinds of sad iron sets made by the Patent Sad Iron Manufacturing Company, 1444 Mulberry Street, Reading, Pa., the two sets illustrated being typical of all. Patent Sad Irons are made with a core having a broad base which gives a wide, smooth and highly polished ironing surface, while each iron has a new patented lock attachment which is easily adjusted,



### HOUSEHOLD SET B

and always holds fast and tight and never works loose, never rattles while in use and holds the core firm in place. The patent lock attachment is the most easily operated on the market, and is opened or closed by a simple movement of the thumb, and has a vice-like grip that permits no loosening or vibration while in use.

Patent Sad Irons are so well known to the trade as to need little further description, and house furnishing dealers looking for a line of sad irons that will give perfect satis-



### LAUNDRY SET A A

faction to customers and help to build up trade should write to the Patent Sad Iron Manufacturing Company, as above, for terms and descriptive matter.

### Keep Out the Flies

"The Indiana State Board of Health, in their quarterly Fulletin, write that it seems opportune to call attention to the danger of flies as germ carriers. Flies are more easily kept out of a house by proper effort than gotten out after they are in.

"It has been repeatedly demonstrated that the bacillus of consumption may be found in the bodies and in the droppings of flies occupying a room in which there is a person sick with consumption.

"Dr. Coppen-Jones, of Switzerland, a few years since, by careful methods, demonstrated that flies not only carried the infection of this disease in their bodies, but on their feet as well.

"It was found in these experiments that if flies were permitted to light upon infected sputum, and after flying around light upon and walk across the surface of sterilized potatoes, there appeared soon after colonies of the germ present in the sputum.

"As flies are industrious scavengers, and they are readily attracted by filth, which they devour greedily, it will readily be seen that decency as well as safety admonish that they be kept out of the house and off all food. On account of this fact screen doors and adjustable window screens have become a necessity and are no longer considered a luxury."

In view of the information quoted above, it is important that house furnishing dealers take pains to supply this department or store with window screens, door screens, etc., that will keep the house free from flies and other insects, and we are able to say that the goods manufactured by the Continental Company, Detroit, Mich., will stand close inspection. Their goods are well made, handy to use, constructed of the best materials, and prices and terms are particularly attractive to dealers.

The Continental Company's dealings are entirely with jobbers, but they make a specialty of shipping screen doors and window screens in collective distribution cars. Merchants can take advantage of these cars which will net them a considerable saving in freight. Their orders can be placed through any of the hardware jobbers, and the goods shipped in these distribution cars. As these distribution cars will be shipped soon after March 1st, and the price of wire cloth advanced recently, it is necessary that the specifications shauld be in the hands of the factory at the earliest possible date to insure prompt delivery of the goods at present prices when wanted.



White Frost Refrigerator

because it is the one, and only one. Refrigerator that is strictly sanitary in every respect. Look at it, and note.

It is a beautiful piece of furniture, spotless outside and inside as the pure, driven snow, or finished in a rich golden oak.

pure, ariven snow, or finished in a rich golden oak.

It is a metallic refrigerator, cylindrical in form, made of galvanized sheet steel, and provided with 1½ inch air space between walls; thoroughly insulated with Maltha and Asbestos, the combination of which is recognized as the best material for insulation that has been discovered—certainly the most expensive. Solid brass trimmings.

It cannot shrink, swell, warp or decay. There is not one bit of wood as large as a toothpick connected with it in any manner.

It is coated with enamel inside and out (excepting the ice chamber,) and this enamel is thoroughly baked on.

It is the handlest Refrigerator made. Has revolving shelves; no reaching over a pitcher of milk or jabbing a sleeve into a dish of butter. Just turn the shelf and everything is in front of you. The shelves are made adjustable, can be raised, lowered or removed, and replaced in a minute. Shelves are made of wire and beautifully tinned. Light and strong, with no surface to catch the drippings from an accidentally upset dish but see elementales. dish. but are always clean.

It is guaranteed to maintain as low a temperature and as dry an atmosphere in the provision chamber as any refrigerator made, and owing to scientific circulation, as well as thorough insulation, it is a great saver of ice, therefore the most economical Refrigerator.

Is handsome enough in appearance to adorn any room in the house. And  $^{\sharp}$  it is everlasting in service.

Sells on sight, and every one sold brings another customer. It is the one Refrigerator that appeals at once to the desires of the buyer. It is reasonable in price, and is, therefore, the Refrigerator all the people want.

Send today for our literature and prices-you cannot get close to a



"Dear Bob. I want you to buy me a White Frost Refrigerator,"

# Metal Stamping Co., 517 Mechanic St., Jackson, Mich.

### TRADE PUBLICATIONS

GARWOOD.-The J. H. McLain Company, Canton, O. A handsome 32-page catalog illustrating many artistic designs in steam radiators, mantels and open fireplaces using gas, artificial or natural for fuel and furnishing steam for heat. The mantels can be placed anywhere and require no flue. The catalogue will be a revelation to many dealers.

CATALOGUE NO. 2.—Forbes Chocolate Company, Cleveland, O. A catalog containing such necessary house furnishing specialties as a tack and stub puller, Glasbrite for cleaning windows, fruit jar openers and other articles which find immediate sale among housekeepers. The catalog is well worth possessing.

HIGH ART STATUARY.-The Boston Plastic Art Company, Boston, Mass. A handsomely illustrated catalog showing many beautiful designs in art statuary including reproductions from antique, mediaeval and modern sculptors, busts, bas-reliefs, statuettes, animals and vases of a character well calculated to increase the trade of any crockery and glass store, or similar department in a department store.

METAL SPECIALTIES.—Forsyth Manufacturing Company, Buffalo, N. Y. A handsomely illustrated catalog showing the well known "Forsyth" line of bath room acecssories, hardware specialties and Eureka Garment Hangers. The catalog has just been issued and should be in the hands of every house furnishing dealer.

"Oh! SO EASY!"-Dodge & Zuill, Syracuse, N. Y. Booklet describing how and why their Easy Washing Machine makes the work of washing clothes a pleasure instead of drudgery. The booklet is interesting, well illustrated and convincing.

"BEATS THE GRINDSTONE."-Royal Manufacturing Company, Lancaster, Pa. Booklet describing Alundum, a grinding material which is the hardest, sharpest and most durable known, being nearly as hard as the diamond. The Royal Company illustrates several of their different grinding machines, the stones of all of them being made from Alundum.

CATALOG.—Excelsior Implement Company, Troy, N. Y. Booklet describing and illustrating all kinds of bags made by this company, from automobile rolls, tire covers and tube bags, bags for bricklayers, hand protectors, tool bags, a cutlery and silverware roll down to two styles of grass-catchers for lawnmowers. The booklet includes many articles of interest to the trade.

ONE-PIECE BREAD PANS.—The August Maag Company, Baltimore, Md. These bread pans are intended for bakers' use, and may be banded together in sets as many pans to the set as desired. Brands may also be had stamped in the sides of the tins. The line is interesting. and includes every kind of bread pans used by bakers.

WHITE FROST REFRIGERATORS.-Metal Stamping Company, Jackson, Mich. Booklet describing and illustrating an excellent line of round metal refrigerators and ice chests. The line is a sanitary one, and has several striking features worth finding out about.

# HERE IT IS!

THE SMALLER SIZE

# SAVORY SEAMLESS ROASTER

For which there has been so much call



### ROUND SEAMLESS SAVORY ROASTER AND BAKER

PATENTED

12¼ IN. DIAMETER

好 DOZEN IN CRATE

8¼ IN. HIGH

This meets the demand for a Small Size Savory Roaster for small families. It is seamless, has the raised concave bottom, side handles, top cover handle. It does the work in the same superior way as the Oval Savory Roaster. It holds the largest chicken or a 12 lb. roast of beef, yet it will go easily into the smallest size oven made.

No. 100 - SIEMENS-MARTIN BLUED STEEL.

No. 1000-SIEMENS-MARTIN BLUED STEEL COVER AND JACKET, STEEL-GRAY ENAMELED FOOD PAN.

No. 1500 STEEL JACKET, STEEL GRAY ENAMELED FOOD PAN AND COVER.

Include some of these in your next order for Roasters. Orders booked now for shipment any time this year.

SOLE MANUFACTURERS

# METALWARE CO.

BUFFALO

CHICAGO

NEW YORK







WATCH OUT FOR OUR NEW TRADE MARK







# Forsyth Line of Specialties

By a Simple Equation: Quality+Low Price=Profit

House and Hardware Specialties

Bath Room Accessories

Moulding Hooks and Garment Hangers

Metal Rules and Squares

























We Call This the

# "Wise Buyers'

Because Every Number Is a Profit Producer. It Will Pay to Get Our Catalogue Before Purchasing Elsewhere.

Our Goods are LOW IN PRICE, BUT HIGH IN Quality, Workmanship, Finish

We manufacture a largeline of EXCLUSIVE DESIGNS

Forsyth Manufacturing BUFFALO, N.Y.











# Trade Winners For Successful Buyers

A SUCCESSFUL AND PROGRESSIVE BUYER, you are always looking for TRADE WINNERS. Our Business is the making of Specialties that win and HOLD trade, because they satisfy customers. We show you below ONE of our FEATURE LINES. We Make Others just as good that will meet YOUR Requirements—as well, if not better. We have helped others—WHY NOT YOU!

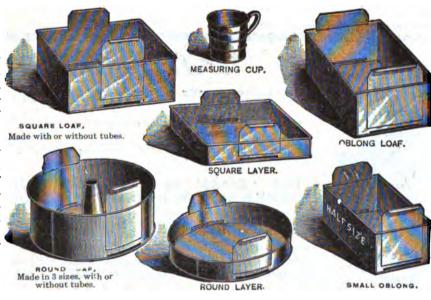
IF YOU ARE WISE, YOU WILL GET POSTED

The Only Successful, Practical and Durable Cake Molds Made are

# The Van Deusen Cake Molds

# They Require No Greasing

because they have openings covered with slides, through which a knife is inserted and the cake loosened, as easy as from the loose bot- Made with or without tubes. tom pans, and being made solid, they will not get out of order and leak batter, as the loose bottom pans do. They possess every advantage claimed by any other make and are far more practical and durable.



Thousands in
Daily Use.
Your Customers
Are Included
In This List

and we would refer you to such for a verdict as to their merits as compared with any other make, And while they possess more real merit, and give better satisfaction, my prices will enable you to sell them cheaper than any other make of the same quality of tin.

We have demonstrated and sold these useful household articles in many sections, and in every case perfect satisfaction has resulted from our efforts. We know there are many dealers in house furnishing goods who have not yet put our goods in stock and we have a **SPECIAL OFFER** to make that no dealer claiming to be in any way up-to-date can turn down.

"CHAPMAN" SPECIALTIES OFFER BIG OPPORTUNITIES FOR MAKING MONEY

House Furnishing Dealers Write To-Day For Prices and Particulars

Manufactured by

C. A. CHAPMAN, GENEVA, N. Y.



The Famous Stillman Safety Lamps Absolutely Safe A Steady Seller Try Them, Mr. Dealer Prices Right **Discounts Good** Send for Circular

STILLMAN SAFETY LAMP COMPANY

43 CORTLANDT ST., New York

### GET IN RIGHT THIS SEASON

Get my Prices and Sample before buying

# lurseries

I have price, variety and quality.

Every Nursery thoroughly tested and shipped one in a case.

### JAMES R WOTHERSPOON

240 North Front St., PHILADELPHIA

N. Y. Representative: F. CARPENTER, No 8 Chambers Street, New York

# Screen Doors Window Screens

THE CONTINENTAL COMPANY DETROIT. MICH.

# **7650 NEW YORK DEATHS** CAUSED BY HOUSE FLY

Special to The Journal.

New York, Dec. 18.—Seven thousand, six hundred and fifty deaths are caused annually in New York city by the common house fly. The figures are given in a report to Governor Hughes by Dr. Daniel C. Jackson, bacteriologist of the water bureau. Compilation was made from a study of the habits of the fly and the way in which victims contracted fatal attacks of typhoid and intes-

ed latal attacks of typhoid and intestinal diseases.

"The time of greatest prevalence of flies," says the report, "was in the three months beginning on July 1, and ending on Oct. 1. Corresponding exactly, deaths from intestinal diseases rose above the normal, culminated at the same high point and fell off with a slight lag at the time of the gradual subsidence of the prevalence of the in-



# "BOSS" WASHER

### WHY IT IS MORE PROFITABLE TO SELL THAN OTHERS

The "BOSS" is widely advertised for the benefit of the dealer, creating a constantly increasing demand for it and making it a ready seller. Every "BOSS" sold makes a pleased customer, and acts as a sort of silent salesman, leading to the sale of others.

### THE "BOSS" IS ENTIRELY DIFFERENT FROM OTHER SO-CALLED WASHERS ON THE MARKET

The "BOSS" is the *only washer* constructed on the principle of cleansing clothes by RUBBING and SQUEEZING - by the latter forcing the water through every fibre and removing the dirt as cannot be done by any other device. This has been acknowledged the only true and satisfactory principle for washing clothes since the early ages.

The "BOSS" washes quicker and with better results, anything from large heavy pieces to the finest fabrics, including laces and silks, and is GUARANTEED to do so without the least injury to such.

The "BOSS" is the only washer having a special chamber where the dirt and lint accumulate when separated from clothes, preventing this matter from becoming continually stirred up and coming in contact with clothes, as is the case with all other types of washers.

The "BOSS" is made in three sizes, for large and small families and

hotels and laundries.

IT WILL PAY YOU TO WRITE FOR CIRCULAR "H" AND ORDER SAMPLE

Address the manufacturers

THE BOSS WASHING MACHINE CO., Cincinnati, O.



130 and 132 West 42d Street New York

# LEWIS \* & CONGER

IMPORTERS AND JOBBERS OF

# House Furnishing Goods

### INDEX TO ADVERTISERS

Adams & Co., J. J Back Cover	Electric Cleanser Co77	Metal Stamping Co6
Alaska Refrigerator Co16	Ely Manufacturing Co., T. J21	National Sweeper Co11 7
Albany Foundry Co86	Erie Specialty Co. Inside Front Cover	New England Enamel Co22 2
*Alcohol Utilities Co.	Estes & Sons, J. H82	Nichthauser & Levy
Aluminum Cooking Utensils Co 8	Fogerty & Co., Philip82	North Bros. Manufacturing Co18
Am. Mfg. & Novelty Co. In. Front Cover	Forsyth Manufacturing Co70	Oelker's Manufacturing Co8
American Ring Company81	Gem Manufacturing Co Back Cover	Ohlerking & Smith. •• · · · · · · · · · · · · · · · · · ·
Andrews Wire & Iron Works77	Gilchrist Co Inside Front Cover	Osborn Manufacturing Co. Back Cover
Arcade Manufacturing Co13	Grand Rapids Refrigerator Co75	Packer, Chas. W8
<del></del>		Patent Sad Iron Co20
Avery Stamping Co Back Cover	H. & H. Manufacturing Co22 23	Philadelphia Lawn Mower Co
Baldwin Refrigerator Co21	Harvey Manufacturing Co11	Plunkett, Charles8
Basket Importing Co17	A. H. Heisey & Co 54	Pritchard-StrongCo. Inside Front Cove. Quaker Tinware Manufacturing Co.8.
Bigelow, J. F85	Holmquist & Co85	Republic Metalware Co
Bissell Carpet Sweeper Co76	Holt-Lyon Co78	Royal Manufacturing Co
Boss Washing Machine Co72	Home Exhibits Co17	Rostand Manufacturing Co8
Boston Plastic Art Co75	Home Metallic. Refrig. Co 10	Rothschild, Meyers & Co.
Browne Manufacturing Co., W. G. 83	T. W. Houchin & Co27	Inside Back Cove
Buffalo Manufacturing Co 5	H. W. Johns-Manville Co11	Scott, Freeman
Burlington Basket Co84	Kahn & Mossbacher80	Snow Flake Man'fg Co
Caldwell Manufacturing Co78	Harry D. Kirk81	Standard Oilcloth Co8
Capito Mouse Trap Co82	*Kleinau & Koch	Standard Sewing Machine Co 1
Carter, J. J85	Geo. S. Knapp74	Standard Stamping Co8
Central Stamping Co14	Knorr Ironing Board Co78	Star Enamelling & Stamping Co1 Sternau & Co., S
Challenge Refrigerator Co84	Lalance & Grosjean Man'fg Co28	Stillman Safety Lamp Co7
Chapman, C. A71	Lee Chair Co12	Syracuse Stamping Co7
Chasse Manufacturing Co85	*Leffler, Thiele & Co.	Thurnauer & Bro., G. M
Chicago Asbestos Table Mat Co14	Lewis & Conger	Towel Rack & Novelty Co8
Clayton & Co83	O. Lindemann & Co82	Tribble Co., A. L Back Cove
		Trojan Manufacturing Co8 Twentieth Century Mfg. Co1
Cohn, & Co., G24 25	M. Loewenstein 82	*Udell Works
Comey & Co., R. H83	Maine Manufacturing Co86	United States Glass Co
Continental Co72	Manhattan Screw & Stpg. Co80	Vandy-Handy Mfg. Co8
Cooley Manufacturing Co81	Manning-Bowman & Co19	Vollrath Manufacturing Co., J. J6
Cooper & McKee	Marion Mfg. Co., Geo. L. Front Cover	White Mountain Freezer Co5 White Mop Wringer Co7
Dover Mfg. Co58-59	E. C. Marks85	*White & Son, I. F.
Eagle Cooperage Works13	Markt & Co 4	Williamson Co., C. T8
Eclipse Manufacturing Co13	Marteross Co82	Wotherspoon, Jas. R

\*Periodical advertisers whose announcements will appear in later issues.

### WANTS

Subscribers may insert want advertisements, such as may be approved by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge. Advertisements for this department must be received not later than the 15th of the month.

AGATITE MENDS AGATE WARE—Does it right, too! Stands the hottest fire. Won't burn off if pan boils dry. No acids or solder used. Guaranteed pure. Price \$12.00 gross: 15c size. Try a gross.—J. S. Longhurst, Jr., Lynbrook, N. Y.

A HIGH GRADE SPECIALTY SALESMAN desires to represent in Greater New York a manufacturer with a good line of house furnishing goods. Have sold this trade for years and am personally acquainted with the jobbers and department store buyers. At present employed by one of the largest companies in the line, but am looking for bigger possibilities. Address Successful, care House Furnishing Review.

A RELIABLE MANUFACTURER of tinware in Philadelphia has several good men covering Pennsylvania, Baltimore and Washington. Would like to take up a good line on a commission basis in connection with his own, on account of his line being short. Address Manufacturer, care House Furnishing Review.

BUYER AND MANAGER of House Furnishing Goods and Toys desires to make a change. Ten years' experience in present position, city of 85,000 population. More references if needed; could take charge of advertising also, if desired. Address E. D. T., care House Furnishing Review.

BUYER AND MANAGER of House Furnishing Goods, China, Glass and Toys desires to make a change. Fifteen years of steady experience in cities of 25,000 to 85,000 population. Have been five years in present position. Can furnish best references. Address "Steady," care of House Furnishing Review.

CANADIAN AGENCY WANTED—We would like to establish connections with several American manufacturers of household articles for introducing their goods in Canada. Our large organization and our well established mail order business, together with our ability to carry a large stock, fits us admirably for promoting the sale of goods. Send catalogues and lowest wholesale prices. Address Tarbox Bros., 274 Dundas Street, Toronto, Ont.

EXPERIENCED BUYER wishes to make change; has made good in every engagement. Too small a department reason for desiring change; can furnish AI references. Address Make Good, care House Furnishing Review.

HAVE YOU A SON OR DAUGHTER?—Do you want to give them a chance to earn some money? We will pay them a liberal cash commission for subscriptions to The House Furnishing Review. The work is easy and entirely respectable. Ask for particulars. Address Circulation Manager, The House Furnishing Review.

HOUSE FURNISHING BASEMENT FOR RENT—in finest department store in North Carolina. Size. 40x125, completely equipped with fixtures for china, glass and house furnishings. Practically no live competition. Address, the Meyer's Company, Greensboro, N. C.

POSITION WANTED as buyer of house furnishings and china. Have had eight years' experience in New York City's large department stores. Excellent references. Address H. D, care House Furnishing Review.

POSITION WANTED—Assistant buyer of House Furnishing Goods desires a position. Five years' experience in large department store carrying \$50,000 stock. Feel confident of taking full charge of small department carrying \$25,000 stock or more. Can furnish best of references. Address A. P., care House Furnishing Review.

SIDE LINE WANTED—Am calling on Hardware and House Furnishing Goods trade. Want a good specialty on commission. Address T. E., care House Furnishing Review.

SIDE LINE OFFERED—To salesmen calling on house furnishing goods buyers we offer an opportunity to increase their income easily. Article is well known; sample can be carried in pocket. Liberal cash commission. Address B. E. A., care House Furnishing Review.

TRAVELING MAN WANTED to sell our new game as a side line on commission. Sold to department stores, stationers and to all lines. Liberal commissions and exclusive territory given. Write at once A. H. Warner & Company, Bristol, Conn.

WANTED—A few live representatives to sell our Patented Sad Irons to retail and jobbing trade on commission basis; good position to right parties. Address Patent Sad Iron Company, Department A. W., Reading, Pa.

W ANTED—Agency for Eastern States for large lines of house furnishing goods. Am equipped with ground floorsalesroom, basement and lofts, and will carry large stocks. Am already representing good firms, but have room for more. Address L. E., care House Furnishing Review.

WANTED—A few good live representatives to sell our Reliance Mop Wringer to the retail and jobbing trade on commission basis. Address Lee Chair Company, Wringer Dept., Oneida, N. Y.

WANTED—Buyer of China, House Furnishings, Dolls and Toys, Trunks and Traveling Bags, and Silverware; ten years' experience in Central Western States, large cities, desires position in East or extreme Western territory. Address Experienced, care House Furnishing Review.

WANTED—We are manufacturers' agents, and have splendidly equipped offices and salesrooms for handling all kinds of house furnishing goods and hardware specialties. We have a strong selling force; new lines desired. Write Harper, Spencer & Joys, 420-422 E. North Ave., Milwaukee, Wis.

WANTED—Salesman calling on House Furnishing Goods, Crockery, and Glassware dealers to sell as a side line an article that can be carried in the pocket. A big seller. Good commission. Address Bucosh, 41 Doyle Avenue, Providence, P. I.

WANTED—Position as clerk or ad. writer and window dresser. Am familiar with furniture and house furnishing business. Seven years' experience with a concern handling both lines, 22 years of age, can speak French and can furnish first-class references. A. J. B., care House Furnishing Review.

### THE HOUSEHOLD FRIEND! Latest and Best.



# BULLARD'S IMPROVED CARPET STRETCHER

This carpet stretcher is compact, always ready for use, and the most practical article made for stretching carpers. It is the cheapest on the market, showing large profits to dealers when retailed at 50 cents. It is selling in large quantities, and gives the utmost satisfaction to customers.



Fig. 1 shows Carpet Stretcher ready for use: Fig. 2 shows how to use lever to bring carpet in place, and Fig. 3 position ready for nailing.



GEORGE S. KNAPP,

Manufacture: of Hardware Specialties

Bridgeport, Conn.



# MR. BUYER

¶ Your trade demands the best goods at the lowest cost. Why don't you demand the same? Hundreds of department store buyers through the country will tell you that their business in statuary has increased from 50% to 500% since they started to handle our line.

# THINK IT OVER

- Would it not pay you to look over our line of Statuary at the House Furnishing Goods Show—where our Manager, Mr. Greenblatt, and our representative, Mr. Bernstein, will be pleased to make your acquaintance, and where you will be able to see one of our sculptors making original models in clay.
- <sup>4</sup> Our line of statuary consists mostly of staples—smart subjects that sell every day in the year and suitable for every class of trade. It is the originality and the coloring of our goods that catches the trade. The quality that holds them.
- ¶ As we have our sculptors continually making new subjects, you are always in the lead with exclusive goods when you deal with us, as all our original subjects are copyrighted.

# THE BOSTON PLASTIC ART CO.

67-73 Sudbury St.,

BOSTON, MASS.

HAVE YOU OUR CATALOGUE?



### WHAT'S THE USE

selling cheap refrigerators at small profit when your customers prefer to pay you twice as much for the

### LEONARD CLEANABLE

"Made in Grand Rapids." That's one reason why they want it. Round corners; polished oak; nickel trim; nine walls; porcelain lined. People read about them in the magazines. We sell only through the trade and help our dealers with advertising matter.

New York salesroom and warehouse, 94 Beekman St., A. H. Macadams, Mgr.

G. R. REFRIGERATOR CO., STAND RAPIDS, MICH.



The Pearl Suit and Skirt Hanger



Suit Skir

Sold and used by 4000 Firms.

面

Diamond Hanger

Suit Hanger For Men

On demonstration in all leading stores.

Per 100
Suit Hangers, \$10.50
Skirt Hangers, 8.50
Rods, 12" long, 7.00

" 18" " 8.00 " 24" " 10.00

The Economy Closet Rod, used in conjunction with the Pearl Hangers, will help to keep the closet neat and orderly.



Holds the entire suit.

\$17.00 per 100 Sold at 25c. each

Jobber or direct.

Write for Catalogue

CARSON, PIRIE, SCOTT & CO., of Chicago, say they consider The Pearl Hangers the best on the market, and find a ready sale for them in their wholesale and retail departments.

### FREEMAN SCOTT

1504 Montgomery Ave.

PHILADELPHIA

# SILVERDIP



CLEANS GOLD AND SILVER

### NO RUBBING. "JUST A DIP" AND IT'S POLISHED

Silverdip is guaranteed not to injure the finest metal nor the hands, is free from acid or poison, contains no grit to scratch the most delicate surface.

667% Profit for the Dealer

We furnish plenty of clever printed matter. Write us for particulars about demonstrations.

### SILVERDIP COMPANY

137 West 23rd Street,

**NEW YORK** 



# BISSELL'S "CYCO" BEARING SWEEPERS

**SEASON 1908** 

### OVER SIXTY DIFFERENT STYLES

Write for our Easter Offer, the most liberal we have ever made at this season of the year.



The largest and most complete line of carpet sweepers ever offered to the trade, sizes ranging from the baby toy to the mammoth Hall machine. We illustrate herewith a few of our leading brands.

# BISSELL CARPET SWEEPER CO. GRAND RAPIDS, MICH.

(Largest and only exclusive carpet sweeper makers' in the world.)

BRANCHES:

NEW YORK NIAGARA FALLS, ONT. LONDON, ENGLAND PARIS, FRANCE



# THE ELECTRIC WALL PAPER GLEANER



### COST FOR AN ORDINARY ROOM:

16 rolls new wall paper (a 20 cts. per roll, \$3:20 \$4.80 Wall paper hanger, 10 cts. per roll, - - - \$1.60 Or 1 pkge. Electric Cleanser at 15c. or - .25 .25

The difference per room - -

That's our story in plain figures. It's a common sense business proposition that appeals to men and women who want their homes bright and cheerful, and who want to be economical.

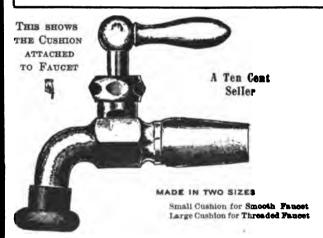
The ELECTRIC cleans wall paper, painted and calcined walls bright as new. It is practical, economical, and any child can use it successfully.

The Electric Wall Paper Cleaner will clean .side walls and ceiling of 12x12 room from one package. Retails at 150. Write fur prices and particulars.

ELECTRIC CLEANSER COMPANY. Canton, Chio.

The Best Counter Seller on the Market is the

# "Perfection" Faucet Cushion



### NO CHIPPED OR BROKEN DISHES

A boon to the housewife—consisting of a rubber cushion, which alips over the end of the faucet, preventing anything in hand from striking the metal. Anyone can readily comprehend its utility in the

KITCHEN, LAUNDRY, LAVATORY, BATH AND BAR

Packed on counter display cards containing two dexen esserted cushions

### OHLERKING & SMITH

Exclusive Sales Agents Dearborn Street Chicago, III.







Strainer.

Hangs

in the

Corner.

Keeps the Sink Clean.

Hands Never Touch the Garbage.

THE "ANDROCK"
Carpet Beater 'So easy on the wrist." The liveliest beater made.

Lively in use and a Lively Seller.

Send for new catalogue

ANDREWS WIRE & IRON WORKS, Rockford, III.



# THE KNORR



# IRONING BOARD

# :50% Profit—No Come-Backs=

¶ The Knorr Ironing Board is the cleverest labor saving device of its kind on the market. It combines in one compact design a shirt-waist board, a sleeve board and an iron-ing board for all general purposes. ¶ The clamping device is the strongest, simplest and best made, holding the board is the strongest, sumplest and best made, nothing the board firmly in place, making it stable as a rock, yet the clamp will not mar the table or shelf to which it is attached. ¶ The Knorr Ironing Board is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29x30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and builton honor.

Our printed matter furnished to dealers makes

**QUICK SALES** 

Terms and particulars from

The KNORR Ironing Board Oo.

415 Genesee St., Rochester, N. Y.

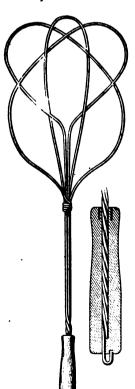
# CHI-NEE **CLOTHES SPRINKLER**



Sprinkles Clothes Evenly and Neatly Holds a Pint of Water Fills Through the Corked Handle Is Strong and Durable Saves Time, Trouble and Wet Hands Interests Every Housekeeper

Send for Samples and Prices.

SYRACUSE STAMPING COMPANY SYRACUSE, N. Y.



# The Cleaner Rug Carpet Beater

PATENTED MARCH 1908

Most Perfect and Effective Wire Dust Beater Made.

Made from the Very Best Spring Steel Wire That can be formed in the shape required.

Six wires in the head where they are needed.

Four wires only in the shank where more are worse than useless.

The shanks are elastic, will bend thousands of times without breaking.

Twisted in and always out of handle greatly strengthens the wires directly at the handle, the weak point in all beaters, can be guaranteed never to break at this point.

ONE WIRE GOES through the handle, is bent back and driven into the handle, and handle can never come off.

A BLOW IS DIVIDED OVER A LARGE SPACE

1908 Catalogue sent on application.

HOLT LYON CO., Tarrytown, N. Y.

# The Silent Door



There's a lot of Summer comfort in the screen door, and the

> "DIME" SCREEN DOOR CHECK

allows the door to shut noiselessly. It is simple, effective, inexpensive.

The closing door (fig. 1) throws the rubber bumper to position (fig. 2). The door rebounds slightly. Then it closes without jar (fig. 3).





Sold by dealers in hardware and house furnishing goods everywhere, 10 cents. Sent by mail, 12 cents.

CALDWELL MFG. CO.

No. 3 Jones Street.

ROCHESTER, N. Y.



# Every Buyer of CARPET SWEEPERS

# Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

That Nationals are made in the most complete sweeper factory in the world.

That Display stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE.



There's something new in carpet sweepers that IS new—ask us.

2020

Get in early. Write to-day.

V950

# NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.



# Snow Flake Ice Cream Freezers

"A Square Proposition"
"High Quality"---"Low Price"

It does the work, and does it well, with one-half the ice used in the tub variety.

Easy to Operate

Easy to Clean

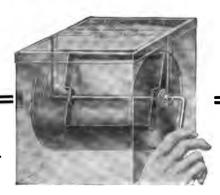
Easy to Store

SIMPLE DURABLE SANITARY

### PROFITABLE TO THE DEALER

Made in Four Sizes
1 Qt. - 2 Qt. - 3 Qt. - 4 Qt.

Snow Flake Manufacturing Co. 225 Fifth Ave., New York





# DO YOU HANDLE

**BRASS** 

# FIRE PLACE FIXTURES!

¶ Then you have never had a better opportunity to purchase Andirons, Fire Sets, and Fenders, than now.

¶ If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market.

¶ We will deliver when you say so.

ANDIRONS, FENDERS, FIRESETS, CANDLESTICKS, DOOR KNOCKERS and HARDWARE SPECIALTIES.

Th Rostand Mfg. Co., MILFORD, CONN.



IT is sound sense to sell a well-advertised article some thing for which there is already a well-established demand.

### SELL SANITAS

**SANITAS,** the widely known washal le wall covering, is so will advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

SANITAS has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—cust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES.

The Standard Oil Cloth Co. 320 BROADWAY, NEW YORK

THE

# Royal Inverted Gas Burner

New Goose Neck type Inverted Burner employing new needle valve



No. 300 Royal

### **GUARANTEED**

To work satisfactorily on both natural and artificial gases.

artificial gases.

To work under all

pressures
To give highest candle power light per cubic foot consumption of gas

### **WILL NOT**

Flash-back, flicker nor carbonize

### **PRICES**

Not higher than you expect to pay-may be lower

Write for information pamphlet B

Manufactured by

MANHATTAN SCREW AND STAMPING WORKS
67th Street and West End Avenue, New York



# K. & M. OUTFITS

FOF

# DOLLS and BEARS

Have resulted in immediately increased sales. As a matter of fact, they

# Have Created A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . \$1.00

To a Dollar Doll, and you have a - .

Three Dollar and Nine-Eight Cent combination that will sell faster than you had thought possible . . \$3.98

Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not mlss this opportunity in 1908.

Our New Line is Ready for Inspection,

KAHN @ MOSSBACHER

Makers of Doll Outfits

779 Broadway,

New York City

# Will Make Trade

It is perfectly constructed, retains shape, and wears well. Handles will not turn or come off.

We also manufacture Suit Hangers, Pants Hangers, Pot Lid Holders, Calf Weaners, Hose Supporters, Hat Racks and other Wire Novelties

Special Prices for 1908.

Agents Wanted.

Good Profits.

Cooley Mfg. Co., 103-105 S. Canal St.

# **VANDY** by Name



VANDY-HANDY :

HANDY Nature

VANDY-HANDY

A Unique, Practical, Inexpensive and Profitable article for holding Clothes-Pins which you and your Customers will be pleased with.

**EXPLANATION** 

The clothes-pins are put in through the wire mouth at the top and taken out from the opening in the side of the bag, which always faces you while it is in use on the line or at the side of the window.

The VANDY-HANDY is made of strong material and has a capacity for holding 200 Clothes pins.

Get them on your counters soon. Display them and they will sell themselves.

VANDY-HANDY MFG. CO..

Newark, N. J.

# 'S and Curling Iron HOLDER



The Best 10c. Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. Every Well Appointed Bathroom. A Necessity in

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, III.

Attractive in Design-Strong in Construction



Made of BRASS. Heavily Nickel **Plated** and Highly Polished



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn. Manufacturers of Cast and Wrought Brass Colonial Candlesticks, Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFICES { New York, 1 Hudson St. Chicago, 508 Heyworth Bldg Boston, 170 Summer St. San Francisco, 1122 Ellis St.

# BATH ROOM ACCESSORIES GOOD EASY SELLERS

CORK EXTRACTOR. CROWN OPENER and SEAL LIFTER



C. T. Williamson Wire Novelty Co. 58 Badger Avenue, Newark, N. J.



NEW PATENT **GEM** TEA AND COFFEE

. STRAINER.

Samples and Price List Mailed on Application.









No. 2

SOLE LICENSEE FOR EASLEY'S PATENT LEMON JUICE EXTRACTORS

30 Patterns of Match Safes and Ash Receivers for Safety Machines

Sole Agent for the United States of the Union Safety and Paraffin Matches.

PATENTED HOUSE FURNISHING SPECIALTIES

M. LOEWENSTEIN, 71 Washington Square, South, New York Formerly West Fourth St.



THE "KORKER" SINK AND POT CLEANER

Stamped from heavy sheet steel Shovel part about 4 inches square. Brush at side aids in gathering up refuse matter.

We are the Largest Manufacturers

# Nursery Refrigerators

in the World

Our large factory and the recent installation of new machinery enables us to place these goods on the market at

THE LOWEST PRICES

Each one guaranteed, packed with mineral wool, and each packed separately, insuring same delivery.

Write for Prices

QUAKER TINWARE MFG. CO., 32-34 Bank St., Philadelphia



Feature Mouse Traps They're Profitable

because every house needs one. And they act as a constant advertisement wherever sold because they give en-tire satisfaction.

The "Capito" does its work automatically, catches from one to twenty-five mice without resetting. Needs no baiting, allows no odor to arise from the dead mouse and takes up very little room.

The "Capito" is an imported trap, built on a scientific basis,—it is well made and offers every inducement for purchase to the housewife.

Advertising matter goes with each order.

CAPITO MOUSE TRAP CO.

116 Nassau Street,

New York



THIS SEED GUARD OAGE

are made by O. LINDEMANN & CO. 35-37 Wooster St., N.Y. Catalog furnished to the Trade



"ANCHOR" SINK

= AND =

## TOILET BRUSHES

(WIRE OR WOOD HAMDLES)

Most Sanitary Brush on the market, as they are made without the use of PITCH, CEMENT or soldering the tin ferrules. The brush that can be cleaned in boiling water without distributing itself all over the sink and down the drain. Best selling 5c and 10c line.

Send for Catalogue and Price List

PHILIP FOGARTY & CO.

229 Miller Ave., Brooklyn, N. Y.

# DEALERS!

This advertising appears in the Spring issues of the "Delineator" with 1,000,000 circulation.



Now. Write For

Prices.

THE MARTCROSS COMPANY

40 Dearborn St.

Chicago, Ill.



Manufacturers of COTTON FLOOR MOPS, DISH MOPS, CLOTHES LINES, Also Manufacturers

Twines, Yarns, Rope, Calking, Wicking, Waste

Successors to J. H. ESTES & SONS



FALL RIVER, MASS. New York Office: 97 Warren Street. Tel. 3511 Cortlandt

# A HIGH CLASS FREEZER FOR HIGH CLASS TRADE





**EASILY OPERATED** 

SIMPLE IN CONSTRUCTION

RAPID AND EFFICIENT IN WORK

WELL MADE. STRONG AND DURABLE

### CHARLES W. PACKER,

409 COMMERCE STREET.

PHILADELPHIA









### ALL AROUND

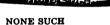
Good household necessities. Perfect in finish and material. "The Browne Line from Kingston." Will you send for our booklet and let us tell you about it. The "Cyclone" Egg Beater, Cream Whipper and Mayonnaise Mixer is a wonder. Let us send you a sample.

THE W. G. BROWNE MFG. CO..

Kingston, N. Y.



NONE CUI





STAR





A Few of Our **Specialties** 

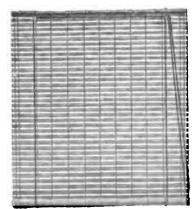


SEND FOR CATALOG



BROOKLYN. **NEW YORK** 





# Komi Green Painted Porch Curtain

ALL SIZES ALWAYS IN STOCK

4x8 5x8 6x8 7x8 8x8 9x8 10x8 12x8 8x10 10x10 12x10

Fitted with Rope and Galvanized Iron Pulley Ready to Hang. Guarantee Tag with Each Curtain. Painted with the Best Material Known to the American Market.

R. H. Comey Company, Camden, N. J.

PHILADELPHIA: 1200 Chestnut Street

CHICAGO: 810-24 Washburn Avenue

# THE FOUNTAIN LAWN SPRINKLER

Made of Brass No Moving Parts No Oil--No Rust

More Beautiful Than a Fountain

**ASK ANY JOBBER** 

Or Send for a Sample

Postpaid at Wholesale Price.



BETTER KNOWN THAN EVER



The Handsome
DISPLAY EASEL

18 FREE
It Has Done Mach
to Make
The fountain Sprintler
a Success and a
Profit Bringer
for you.

The STANDARD STAMPING CO., Marysville, Ohio,



Every Dealer Should Have a Stock of

# HAWKEYE-

REFRIGERATOR BASKETS

These practical baskets have a ready sale, motorists, picnicers, etc., find them unsurpassed for keeping lunches in palatable condition. The demand is steadily growing. Progressive dealers who do not now carry Hawkeye Refrigerator Baskets should put them in at once.

### WE HELP YOU SELL THEM

We have planned a comprehensive advertising campaign to open early in the Spring and continue through Summer in following widely read magazines: Collier's, Saturday Evening Post, Everybody's, Country Life in America, Motor, Recreation, Outing, Outdoor Life, Field and Stream, Vogue, Theatre Magazine, Yachting, Outlook, Literary Digest and Sports Afield.

This is bound to create demand. You can get your share of the business. Your jobber will supply you. Write him for prices. If he can't, write us.

BURLINATON BASKET OO.,

Burlington, fa.



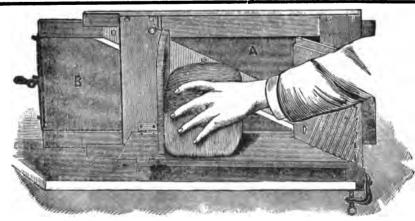
# REFRIGERATORS

We build 4 first-class lines. Send for illustrated catalog and price lists.

We carry stock in New York and Boston



CHALLENGE REFRIGERATOR CO.



For Cutting Bread, Meats, Fruit, Vegetables, Etc., to Any Desired Thickness.

# Acme Slicer

BEST BY TEST

In General Use for More Than 25 Years

This machine is so simple that a child can operate it. The great perfection of its work and facility of operation has brought it into general use.

Write for Prices

OELKER'S MFG. CO. 24 MECHANIC ST., - NEWARK, N. J.



### INO MORE STRONG BUTTER

1 lb., per doz., \$2.35 2 lbs., per doz., 3.50 3 '' '' 4.50 10 lbs., per doz., \$11.00

MADE IN ROUND OR SQUARE JARS

Carter Patent Glass Butter Jars J. J. CARTER. - NEWAPK, N. J.

# TOWEL RACK AND NOVELTY MFG. CO.



P. O. Box 837, Providence, R. I., U. S. A.
TOILET AND HAT RACKS
Of all descriptions, manufactured in best manner. Sell at
popular prices. Send for latest illustrated catalogue and
prices.

SALESROOM AND FACTORY: AUBURN, R. I.

New York Office: W. A. STOKES & CO., 30 WARREN STREET.







# The Perfection Bottle Stopper

nvaluable in dispensing mineral waters at home. No. 1 large quart; No. 2 pint or small quart size.

The only satisfactory stopper ever invented for keeping champagne, mineral waters, ginger ale, etc., etc., and all carbonated beverages wherever used.

Absolutely Air-Tight After Once Opened; Self-Adjusting; Fits Any Bottle Manufactured by E. C. MARKS (Trustee) 260 Clark St., Chicago

WRITE FOR PRICES AND DISCOUNT





These cuts represent the "PATENT LEADER" sink broom, also "HANDY LEADER," made of bristles Staple articles, retail at five and ten cents. We also manufacture other styles retailing at ten and twenty cents, HOUSE FURNISHING AND HARDWARE STORES should give this advertisement their attention.

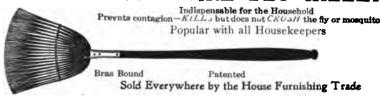
Write for catalogue and price lists to



CHAS. PLUNKETT

205 Duane St., New York

### THE BIGELOW WIRE FLY KILLER



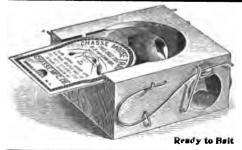
No disease germs can adhere to the brush

Brass Bound Patented
Will not Rust Non-Absorbent



J. F. BIGELOW, Mfr., Worcester, Mass. NEW YORK AGENTS, Wilson Bros., 107 Chambers St.

DISPLAY STAND



# The Chasse Mouse Trap

Patented U. S. and Canada, 1902-'05-'05
IS EASIER TO BAIT AND SET THAN ANY OLD
STYLE TRAP. P. ASY SELLER.

Write for Prices to your Jobber or

CHASSE MFG. CO.

57 VESEY STREET NEW YORK CITY





### THE "HOME-KISSED" CURTAIN STRETCHER

Movable Spring Pins—Once adjusted to Curtain Scollops always in place. Interlocking Steel Hinge—Insuring absolute rigidity and strength in center. Center Braces—On which the Long Bars fold.

Our patent covers the device for folding the long bars on the Center Brace and the Center Brace. Parties handling Curtain Stretchers that infringe should investigate.

HOLMQUIST & CO., Mfrs. Ladders and Curtain Stretchers, 101 N. Lincoln St., CHICAGO



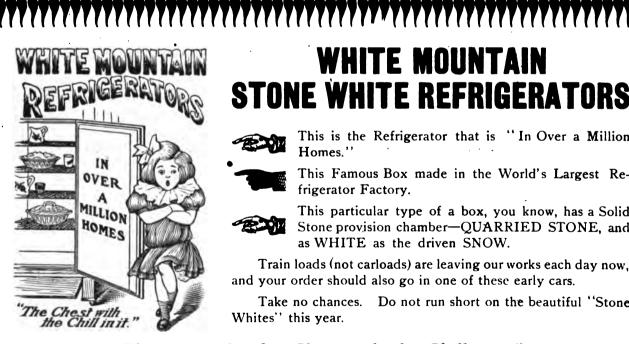
# ARGAND GAS APPLIANCES



### MR. BUYER:

Write us for prices and description of our Gas Hot Plates. Several styles and very interesting prices. Come quick; we want to get acquainted with your firm's bank account.

# Albany Foundry Co., Albany, N. Y.



KANSAS CITY, MO.

# WHITE MOUNTAIN STONE WHITE REFRIGERATORS



This is the Refrigerator that is "In Over a Million Homes."



This Famous Box made in the World's Largest Refrigerator Factory.



This particular type of a box, you know, has a Solid Stone provision chamber-QUARRIED STONE, and as WHITE as the driven SNOW.

Train loads (not carloads) are leaving our works each day now, and your order should also go in one of these early cars.

Take no chances. Do not run short on the beautiful "Stone Whites" this year.

The one and only "Chest with the Chill in it."

# NASHUA, N. H.

SAN ANTONIO, TEXAS ST. PAUL, MINN.

# Rothschild, Meyers & Co.

OUR NEW HOME:

Corner SPRING and CROSBY STS., NEW YORK



# LCOME

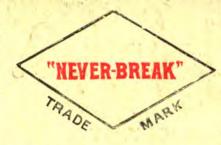
COME IN





ŇE

Digitized by Google



FVER BREAK

# GRIDDLES KETTLES

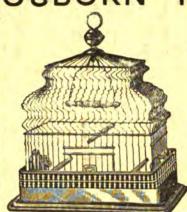
Cooking Utensils that do not warp, scorch or burn, nor spoil food:::

The genuine branded
"NEVER-BREAK"

THE AVERY STAMPING CO. Cleveland, Ohio

**Exclusive Manufacturers** 

# STEEL SPIDERS | OSBORN MFG. CO.



The Original Inventors and Manufacturers of

"OSBORN"



Bright Metal Gages

In Brass, Bronze and Silver Plate. New and Beautiful Designs Just Out.

We also manufacture Brass and Bronze Show Stands for Fancy Goods. Catalogue mailed free.

669-685 HUDSON STREET, Cor. 14th St., NEW YORK



# A. L. TRIBBLE CO

MANUFACTURERS OF

Clothes Lines, Mops, Twines, Etc.
"IXL," "Non-Stretchable," "Puritan"
Hand Laid Cotton Clothes Lines
Plymouth Rock Sash Cord

BOSTON 110 State St. NEW YORK 176 Church St. CHICAGO 35 River St.

WRITE FOR PRICES

# Are You Looking for Quality?

Then you will be interested in

# Leader Clothes Dryer

(ADJUSTABLE

Made of carefully selected material. The bars are free from knots and cracks and won't break. The adjusting mechanism can not possibly get out of order

ITS FINISH AND FREEDOM FROM DEFECTS MAKE IT AN EASY SELLER, AND IT MAKES PLEASED CUSTOMERS BY OUTLASTING THREE OF THE OTHER KIND.

Sample Sent on Request to Responsible Dealers

Gem Manufacturing Co.,

North Girard, Pa.

CLOTHES DRYER.



"THE HIGHEST GRADE THAT CAN BE MADE"

# ADAMS' BRUSHES

For House Furnishing Trade

MANUFACTURED BY

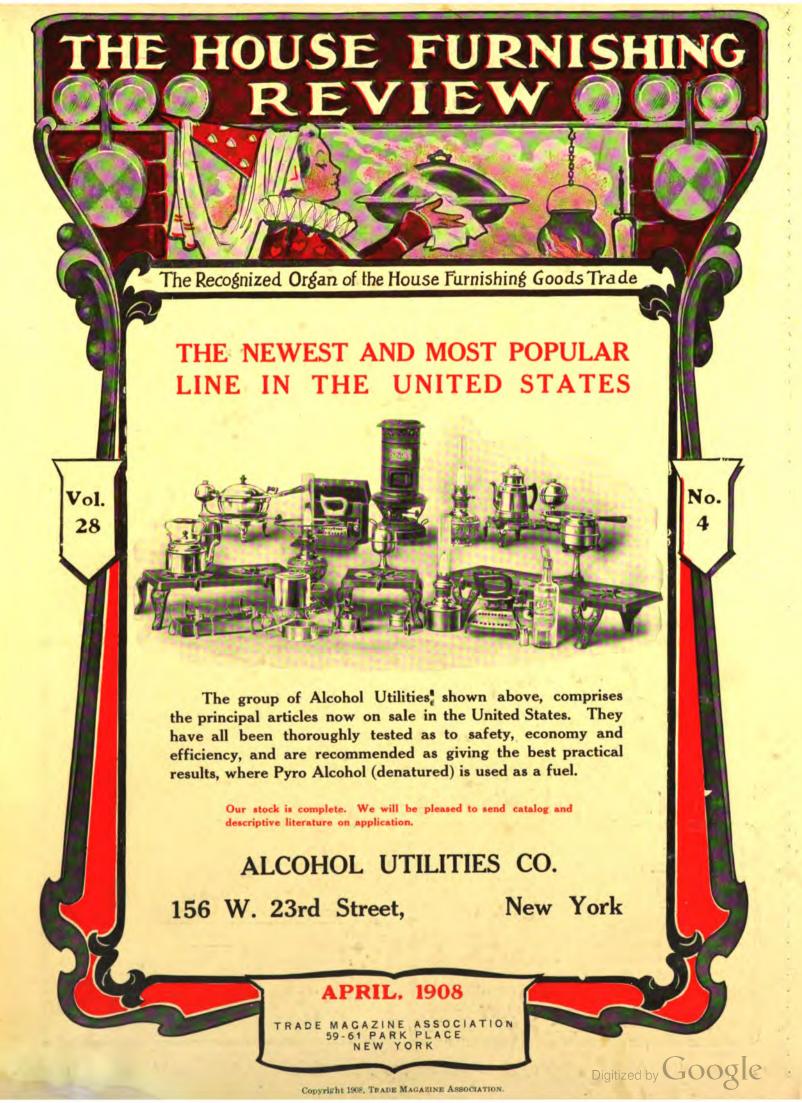
# J. J. ADAMS @ CO.

124 to 132 GREENPORT AVENUE BROOKLYN BOROUGH NEW YORK CITY









# NOW IS THE TIME

for every DEALER to examine

# **OUR LARGE LINE**

of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishers, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc.

### FOR 1908 BUSINESS



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements.

Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.



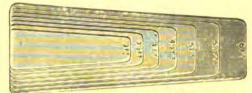
ERIE SPECIALTY CO.

ERIE, PENNA, U. S. A.

# **Wood Goods of Quality**



Our Ironing Boards keep their shape, and do not crack because, first, of the material used and second, of the seasoning and finishing given them in this factory.



STANDARD SKIRT BOARDS

according to the property of t

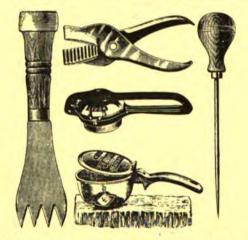
Assorted sizes, packed 1/2 doz. in bundle.

Our Warerooms are Well Stocked.—We Can Make Prompt Shipments.

ASK FOR CATALOGUE

AMERICAN MFG. & NOVELTY CO., Erie, Pa.

HOUSEHOLD WOODENWARE and LADDERS



# "Better Than Need Be" Goods

-Surprising Prices-

ICE PICKS—16 styles. Needle pointed, highly tempered; pick points are ground, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS—of the Highest Grade, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES—with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking.

THE GILCHRIST COMPANY NEWARK, N. J. MR. BUYER —It's a feather in your cap every time you add a new, fast selling item to your Dept.

### PRISCO



NO EXTRA STANDARD REQUIRED

# Sanitary Sink Strainer

WILL PROVE A

### BRIGHT RED PLUME

Our reduced price for 1908 gives you a better profit twice over than any other strainer for sinks procurable.

THEY'RE MADE TO OUTWEAR, NOT WEAR OUT

### The PRITCHARD-STRONG CO.

27 Circle Street, Rochester, N. Y.



# G. M. THURNAUER & BROTHER

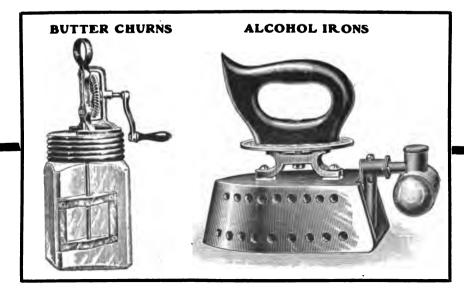
HAVE REMOVED

# To 83-85 WORTH STREET, New York

WE EXTEND A CORDIAL INVITATION TO VISITING BUYERS TO CALL ON US AT OUR NEW QUARTERS, NEAR BROADWAY, AND SEE THE MOST COMPLETE LINES OF IMPORTED HOUSE FURNISHING GOODS EVER EXHIBITED.

# A VISIT WILL PAY YOU

COME AND SEE FOR YOURSELVES.





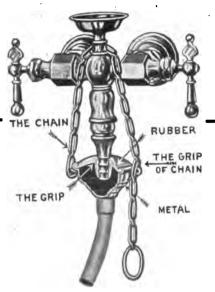
# Be Sure

# To Get the

# Supplied with Each

### **Only Practical Attachment**

ever made for preventing the strongest pressure of water from forcing the bulb off the faucet.



Sectional view of Sternau Holdfast Bulb with FAUCET CHAIN

# Sternau

# Faucet Chain

# Sternau Holdfast Bulb

Fills a long-felt want.

PROLONGS
the wear of bulb.





Bath-spray, No. 6371

Send for Catalogue of

### **STERNAUWARE**

Consisting of

High-grade Bathroom Fixtures, Coffee - machines, Fancy Tea-kettles, Chafing dishes and their Accessories, Smoking Sets, Alcoholstoves, Coffee and Teapots, Candlesticks, Trays, Baking-dishes, etc.

Ask for the Bulb with the CHAIN

Sternau Bath-sprays are beyond the ordinary.

Each is fitted with the Holdfast Bulb, made of metal and rubber, noted for strength and long service.

They are in demand throughout the year, but especially so during the spring and the summer.

Prices and illustratations sent on request.

Place your order now.

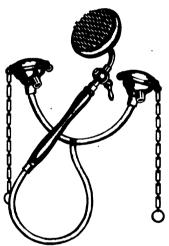
We guarantee to satisfy you.

# S. STERNAU & Co.



Frontispiece of circulars furnished to those dealers stocking Sternau Bath-sprays.





Spray-brush, No. 6396

New York Showroom

BROADWAY COT. PARK PL.

Opposite Post-office.

Office and Factory
195 PLYMOUTH STREET
BROOKLYN, N. Y.

If it burns Alcohol, we make it.

Remember the Bulb with the CHAIN wears longest

# ALUMINUM UTENSILS-



WE'RE BUSY MAKING

# "WEAR-EVER" ALUMINUM UTENSILS

AND FILLING ORDERS

You know the "whys" and "wherefores" if you sell them. If you
don't—well, just remember
that "WEAR-EVER"
utensils are not only
sellers but
repeaters.

### HERE ARE THE REASONS:

They are made of aluminum 99% pure. The sheet is extra hard and thick.

A special electric finish is placed on the inside which prevents, largely, discoloring.

Spouts are attached without seams or joints, They are strong, but light in weight.

They present a beautiful appearance when displayed for sale.

At Bauxite, Ark., we mine the ore;

At E. St. Louis, we refine the ore;

At Niagara Falls and Massena, N. Y., we convert the refined ore into pigs or ingots;

At New Kensington, Pa., we roll the sheet and make the finished "Wear-ever" utensils.

In other words this means "from ore bed direct to you."

A card will bring to your desk catalogue, prices, discounts and further information.

THE ALUMINUM COOKING UTENSIL CO., Pittsburgh, Pa.

# UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

# THE WORLD'S ONE LARGE GLASSWARE CONCERN

### SEVEN NEW LINES OF TABLEWARE

in a wide range of shapes, designs, and decorations, were the additions January 1st, 1908, to our enormous variety, which numbers more than 20,000 Articles in Glassware, and to which we are constantly adding, to meet the continuous demand for Something New.

We manufacture everything in glassware for the different branches of the trade, viz:

Wholesale Jobbers, 5 and 10c. Stores, Jewelers' Cut Glassware, Confectioners' Supplies, Department Stores, Bar and Hotel Supplies, Show Jars of all kinds, Lamps,

Variety Stores,
Soda Fountain Supplies,
Fancy Cut and Decorated Ware,
Photographers' Supplies,

Jelly, Fruit, Condiment and Packers' Supplies, etc.



We have listed and illustrated 50 ASSORTMENTS of decidedly novel and

attractive patterns, many of which are DECORATED in a large variety of STRIKING COLORS, original, only with ourselves.

Illustrations and Prices furnished on request.

The trade is cordially invited to inspect Samples at any of the following Showrooms:

15114 DIANA PATTERN

Goneral Officos and Salesrooms, South Ninth and Bingham Sts., PITTSBURG, PA.

### **BRANCH SALESROOMS:**

New York, 29 Murray St., Boston, 127 Federal St., Arco Bldg., Philadelphia, Ninth and Market Sts., Baltimore, 110 Hopkins Place, Salt Lake, 127 East 3rd South St., Mexico City, 2 A de Plateros No. 9, Sydney, N. S. W., Commerce Bldg., Martin Land, St. Louis, 627 Granite Bldg., 4th and Market Sts., San Francisco. 271 Stevenson St., Chicago, 409 Atlas Block, 35 Randolph St., Denver, 1430 Arapahoe St., London, 55 Farrington St., E. C.

Havana, Cuba, 70 San Rafael Apartado 948.

# Manning-Bowman

# Alcohol Gas Stove

(For Denatured Alcohol)



In Use with Chafing-Dish

Patents Pending

Absolutely Non-Explosive

No. 303-76 Alcohol Gas Chafing Dish

The possibilities of chafing-dish cookery have been doubled by the Manning-Bowman Alcohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering flame at a torch.

Sufficiently powerful for the preparation of a substantial meal, independently of the kitchen range. See list of acces sories below:

Chafing-Dish

Waiter
Tea Pot

Toa Kettle

Flagon

Teaster Cutlet Dish

Plate Warmer (pure luminum with lifter)

"Meteor" Coffee Percolator

No. 76. Nickel Plated, Single Burner

No. 77. Same Style Double Burner

"METEOR"

**Circulating Coffee Percolators** 

CHAFING DISHES with "Ivory" Enameled Food Pan

Baking Dishes, Tea Ware, Hotel Ware, Bath Room Furnishings, Etc., Etc.

NEW CATALOGUE No. 53 SENT ON REQUEST

MANNING-BOWMAN & CO., Meriden, Conn.

**NEW YORK** 

**CHICAGO** 

SAN FRANCISCO

# "BENGALIA"

# Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!

Can be adapted to any ordinary D collar lamp.

Unaffected by wind.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price

\$4.00 Complete

Liberal
Discount
to Dealers



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

No Danger

Non-Explosive

One live dealer wanted in every town to handle our specialties.

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agent for the KEROSENE INCANDESCENT BURNER.

# G. COHN & COMPANY 337 BROADWAY NEW YORK

# Demonstrations That Create Trade

- ¶ A little close examination into the merits of the well-known CHAPMAN SPECIAL-TIES will reveal the fact to discriminating buyers that our specialties are the kind that create trade.
- ¶ Demonstrations are the fad nowadays in all well conducted House Furnishing Departments and up-to-date stores, because demonstrations arouse public curiosity, bring trade to the store, and sell not only the articles demonstrated, but also stimulate demand for staple stock.
- ¶ But buyers must first have the right articles—articles that save housewives time, labor, expense and trouble; articles of merit that are "quality goods," give satisfaction to customers—the kind women talk about and tell their neighbors to buy.
- ¶ Other manufacturers produce demonstrable goods.
- ¶ BUT NO OTHER MANUFACTURERS PRODUCE BETTER SPECIAL-TIES THAN CHAPMAN FOR DEMONSTRATION PURPOSES—goods useful in Spring, Summer, Autumn and Winter, good the year round, sure to create public interest, satisfy trade, goods that have stood the test of experience.
- ¶ Chapman Specialties are the kind your own clerks can demonstrate—easy to describe, easy to sell, easy to prove as to utility and value, the kind you have been looking for.
- ¶ If Chapman Specialties are good enough for the big department stores of New York, Philadelphia, Boston, St. Louis and Chicago, they ought to be good enough for YOU.
- You are losing valuable opportunities of trade building in your department without them. You'll say so, too, when you know what they are!

### SEND FOR BOOKLET TODAY

A Postal Will Cost One Cent --- It Will Earn Dollars.

# C. A. CHAPMAN, MANUFACTURER, GENEVA, N. Y.

# ELY'S LINE OF DANDIES



# NO Economy! NO Satisfaction!!

POOR judgment in buying CHEAP lines!!!

Give your customers HIGH GRADE GOODS at REASONABLE prices and HOLD

THEM.

ICE

WATER

OUTSITE

BRANCH OFFICES

18 Warren Street, New York

1480 Arapahoe Street Denver, Col.

40 Dearborn Street, t hicago

322 Washington Street, Boston, Mass.

51 Young Street, Teronto, Canada
and London, England

Table Kettles and Stands
Coffee Extractors
Water Filters
Nursery Chests
Crumb Trays and Scrapers
Tea and Bar Urns

Grade

Standard

Metalware

Chafing Dishes

Bathroom Fixtures

Wine Coolers
Water Coolers
Baking Dishes
Coal Vases and Hods
Candlesticks
Cuspidors
Match Safes
5 o'clock Teas, etc.

Write for

Catalogue

and

**Discounts** 

nts

The BUFFALO MFG. CO.

BUFFALO, N. Y.



# Stop te Think Ever

Some goods are hard to sell—hang around too long for profit—take the place of goods that sell easy on demonstration.

Then other goods in the same line sell on sight. Take carpet sweepers—Nationals sell easy. A National sweeper lends itself to demonstration. Any salesman can see things to talk about. He can't help but see points that interest.

He doesn't have to stammer and mumble a lot of generalities or technicalities that means nothing to the woman who wants to know—He can say:

"See this! That keeps the sweeper from tipping and spilling dust.

"See that! That prevents threads from breaking. Handle lasts as long as the sweeper—no trouble.'

"See how easy to remove brush—yet how firm it is fixed in place.

"That's a genuine Hankow Chinese bristle brush. Can't be made better.'

"Look at the fine finish."

"Yes, Nationals wear well. They run easy. The Roller Bearings are responsible for that"

THE TRIPLE MEDAL LINE Awarded Grand Prize and two Gold Medals at St. Louis Exposition.



There's no end of talking points with a National sweeper.

Best of it is they make good on any point.

"There's something new in sweepers." Ask us.

98 WARREN STREET, NEWARK, N. J.

# Why Divide **Your Profits?**

Why not buy your Asbestos Table Covers and Luncheon Mats direct from manufacturers who have their own Asbestos mines, instead of from those who have to buy this expensive



material—and thereby make a larger profit yourself?

We are the largest and oldest miners and converters of Asbestos in the world.

### J-M ASBESTOS TABLE COVERS AND MATS

can be obtained without delay direct from our Branches in all large cities. Not necessary to carry a large stock.

You not only make a larger profit on our goods, but give your customers goods you can stake your reputation on. An experience of over 50 years and modern machinery enable us to turn out goods never equalled.

WRITE NEAREST BRANCH FOR SAMPLE AND BOOKLET.

### H. W. JOHNS-MANVILLE CO.



NEW YORK PITTSBURG
MILWAUKEE CLEVELAND
CHICAGO BUFFALO
BOSTON BALTIMORE
PHILADELPHIA NEW ORLEANS
ST. LOUIS KANSAS CITY

MINNEAPOLIS SAN FRANCISCO LOS ANGELES SEATTLE DALLAS LONDON

# Big Profits For You



### 500.000 Already Sold

in the U. S. and Foreign Countries. They go quick at the price.

### 25c. RETAIL

The simplest and most practical of any Eye Clip on the

Takes out the eyes quick as a wink. Saves fruit and saves bother.

Made entirely of Steel, handsomely nickeled.



Every dozen mounted on an attractive double display card

Liberal Discounts to the Trade. HARVEY MANUFACTURING CO., 548B Granite Bldg. ROCHESTER, N. Y.

# The Exclusive Agency

In Your City or County

For the High Grade

Standard, Rotary, Shuttle

# Sewing Machine

¶ Is a golden opportunity for profitable business worthy of serious consideration.

¶ To support the advertisements now appearing monthly in Ladies Home Journal, Delineator, Womans Home Companion, Pictorial Review, Quarterly Style Book, Housekeeper, etc., which are read by millions of women, we are establishing exclusive agencies in each large town or city in the United States where we do not now have sufficiently productive representatives, to take proper care of the business thus created.

¶ We do the advertising, create the demand and make the best sewing machine on the market to satisfy it. You handle the business with our expert salesman's assistance and our co-operation, and reap the benefit of our advertising campaign and successful selling methods in splendid profits. If you cater to Quality Trade, our special proposition for the large towns will surely interest you.

The STANDARD is the original time-tried and true Rotary Shuttle Sewing Machine. It has more good common sense arguing points than any machine made. It will make good profit for you on each sale as well as friends and more and better customers.

### These People Know This to be True:

John Wannamaker, N. Y. & Phila.
T. Eaton Co., Toror to and Winnipeg
Forbes & Wallace, Springfield, Mass,
Brown-Thompson Co., Hartford
The Sweeney Co., Buffalo
Almy-Bigelow & Washburn, Salem,
Mass.
H. A. Meldrum Co., Buffalo
Powers Mercantile Co., Minneapolis Shepard-Norwell Co., Boston
Fowler, Dick & Walker, Binghamton
Fowler, Dick & Walker, Binghamton
Fowler, Dick & Walker, Binghamton

The list of open cities grows smaller daily. If you are interested, write us to-day.

# THE STANDARD **SEWING MACHINE COMPANY**

6410 B Cedar Ave..

Ohio. Cleveland.

### **DEALERS---ATTENTION!**

### REDUCED PRICES WE SELL THE TRADE ONLY.

CHICAGO ASBESTOS TABLE MAT CO., 782--784 WEST LAKE ST., CHICAGO. Makers of the only Guaranteed Asbestos Table Mats. Originators of the Detachable Covers.

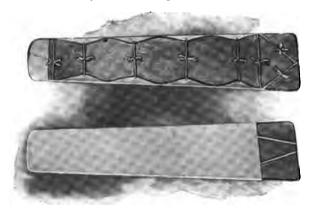


The only folding mat with perfect hinge. Positively Protects Entire Table Top. Don't buy inferior imitations. Our line of quick selling specialties at prices that make them go.



PERFECTION. Perfection Heat-Proof Iron Holders

Adjustable Ironing Board Pads.



Sleeve Board Pads for 20 inch and 30 inch Boards. Ideal Broom Covers. Nine sizes of Asbestos Luncheon Mats and Linen Doilies to fit them. Ashestos Mats for Chafing Dishes and Percolators.

ASK US OR OUR AGENTS for samples, circulars and new price list. Complete Stocks carried, and quick deliveries made by our agencies: Geo. W. Johnston. 841 Broadway, New York. Fulghum & Smith, 511 Washington St., Buffalo, N. Y. Scovern, Merriam & Co., 356 Market St., San Francisco, Cal.

Prompt Shipments From Factory.

CHICAGO ASBESTOS TABLE MAT CO. 782 West Lake Street, CHICAGO.



No. 0 Wood Pressure Boards, Metal Parts Japanned, \$1.25



No. 1 All Metal Japanned \$1.50 All Metal Galvanized \$1.75



No. 2 All Metal Japanned \$1.75 All Metal Galvanized \$2.00



We are going to make an aggressive campaign for the sale of the Research in all localities. It will be worth your while to co-operate with us. Write to-day for trade prices.

THE LEE CHAIR CO.,

Oneida, N. Y.



















old style, gray

mottled enameled

ware. We posi-

tively give the buyer more for

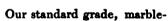
his money in this grade than can

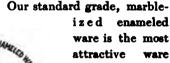
be had in any

other MAKE.

The well and favorably known

















GRADE or STYLE of ENAMELED

Write us NOW for New 1908 Catalogue and Revised Price List

Pull Lines of Both Wares, Best Designs Manufactured by

Star  $\bigstar$  Enameling and Stamping Co. Pittsburg, Pa.





# ATTENTION!!

Dealers, have you placed an order for

# \* "DEVAUX"



Sanitary-Metallic

# REFRIGERATORS



Without Vegetable Chamber.

Made entirely of Galvanized Steel. Cylindrical in shape—with or without separate compartment for fruit and vegetables. Has REVOLVING, ADJUSTABLE SHELVES.

Easily cleaned, as all parts are removable, and there are no corners to accumulate dirt and breed dis-

Finished in White Enamel inside and Imitation Oak outside.

WRITE AT ONCE FOR CATALOG AND PRICES

### HOME METALLIC REFRIGERATOR CO.

ALBERT LEA. MINN.

Eastern Office and Warehouse 93 Reade Street, NEW YORK

### GOODS MANUFACTURED THE CENTRAL STAMPING CO.

24 CLIFF STREET, NEW YORK CITY, and NEWARK, N. J.



Besides "STERLING-ALUMINUM ENAMELED WARE" we manufacture the following full Lines of Goods: Deep Stamped Ware, Shallow Stamped Ware, Tinners' Trimmings, Metallic Sieves, Spoons, Japanned Ware, Extra Heavy Japanned Ware, Tays, Common Pieced Ware, "U. S." Pieced Ware, Heavy Polished Pieced Ware, Planished Ware, Britannia Ware, Copper and Brass Ware Goods, Nickel and Plated Ware, Milk Kettles and Dairy Supplies, Sheet Iron Ware, Galvanized Iron Ware.

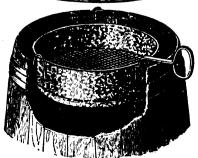
### Our New Tin Ware is the Heavy Sort PURITAN WARE—Send for Catalogue

COAL HODS. We wish to call your special attention to our New "Columbia" Coal Hod, which has a deep foot, large wire at top and made of heavy material, which makes it a great seller. We also make our high-grade goods, the "Central" Coal Hods, which are still heaving goods, and are made for the best class of trade. We make all these goods in sizes 15, 16, 17 and 18 inches, Open and Funnel, Black and Galvanized, and Black ornamented. On the "Central" Coal Hod we furnish the Spiral Handle on Bails.

ASH AND CARBAGE CANS. We have a large and complete line of all grades. The "Giant" is unsurpassed as to strength and durability, to which we call your notice.

Oil WASTE CAMS. We also make a full line of Galvanized Iron Ware, and can fill all orders promptly. We will furnish booklets for any of these articles, or a catalogue, covering our entire line of goods, upon application.





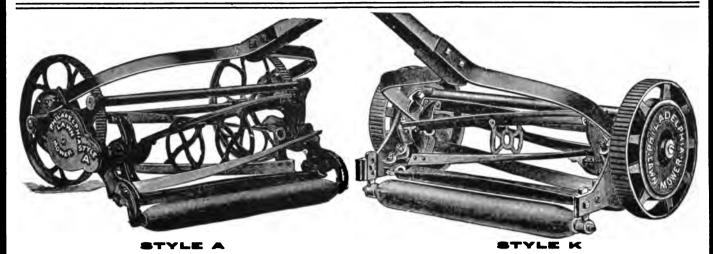








# GENUINE PHILADELPHIA LAWN MOWER



17 Styles Hand and 5 of Horse Mowers. 3 to 8 Blades, 61 to 12-inch Wheels
THE LARGEST LINE OF HIGH-GRADE MOWERS MADE.
SOME ARE ADAPTED TO ALL MARKETS OF THE WORLD

The Philadelphia Lawn Mower Company 3101 to 3109 CHESTNUT STREET, PHILADELPHIA, PA., U. S., A.

London Warehouse, 14 and 16 Scrutton St., Finsbury, E. C. New York Salesroom, 18 Warren St. H. E. Sturtevant, Mgr

# Nichthauser @ Levy

Office and Salesrooms: Java and Provost Sts., Brooklyn, N. Y.

MANUFACTURERS OF



Tin Ware, Japanned Ware, Galvanized Iron Ware and Oil Cooking Stoves

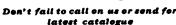
As well as

HOUSE FURNISHING SPECIALTIES THAT SELL ON SIGHT

We make Cake Closets and Roll Top Bread and Cake Boxes in Assorted Colors











"An Ounce of Sight is Worth a Ton of Print."

# THE HOME SHOW

May 2 to 9, Inclusive, at Grand Central Palace NEW YORK CITY

Exhibits of Kitchen Utensils and Equipment, Bath Room Fixtures, China, Crockery, Glass and Table Ware, Lamps and Illuminating Devices, Household Novelties.

### Space Being Rapidly Taken

For Additional Information Address

The Home Exhibits Co., (Inc.)

52 Broadway, New York

and

GRAND CENTRAL PALACE

# FREEZERS THAT SELL

THEY EXCEL IN
Easy Running
Quick Freezing
Economy
Convenience
Practical Results

THEY ARE
Well Advertised
In Demand
Easily Sold
Satisfactory in Use
Of Known Reputation







THEY
ARE SOLD
BY LEADING
JOBBERS
EVERYWHERE

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book, illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U. S. A.



# BALDWIN REFRIGERATORS DRY AIR



E WERE THE FIRST TO TALK ABOUT **Dry Air** in Refrigerators—about 35 years

And "they" laughed at us—said it was an impossibility. A refrigerator with wet ice in it just had to be damp.

ice in it just had to be damp.

Now they call theirs "dry air" so we must have been right.

But now, same as 35 years ago, the Baldwin is the only perfect dry refrigerator on

the market.

Baldwin air circulation—different from the others—does it.

Our catalogue shows 150 styles of the "Dry Air" kind — a line of them will please you.

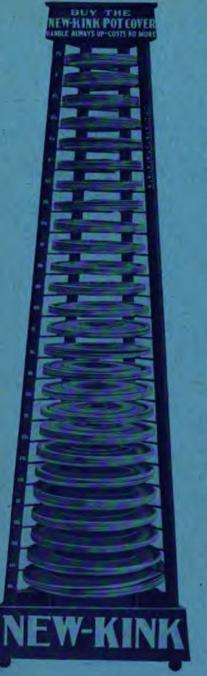
Lined with Opalite Glass, Vitrified Steel or Porcelain, White Tile, Vermont Spruce and Metal, Oak, Ash and Softwood Cases.

# BALDWIN REFRIGERATOR CO.

BURLINGTON, VERMONT.

H. E. STURTEVANT, 18 Warren St., New York City. C. H. SMITH, 707 West 23d St., Los Angeles, Calif. W. P. HORN CO. 138 Front St., San Francisco, Calif.

# FREE NEW-KINK POT COVER RACK HOLDS TWENTY-SIX DOZEN COVERS



WE GIVE AWAY, ABSOLUTELY FREE, THIS ATTRAC-TIVE POT COVER RACK WITH A SAMPLE ORDER OF

# NEW-KINK POT COVERS

The New-Kink Pot Cover Rack is designed to stand on the floor. It is 18 in. square at the base, about 5 ft. 8 in. high, finished in dark color. It holds all sizes of covers from 74 to 151 in., each in its own place, plainly marked. On one post is an inch scale for instantly finding the exact size of any cover. Another post shows not only the size of the cover in each compartment, but also what number Preserving Kettle it will fit. Thus no time is lost trying on covers to find the right size, but you pick it out at once.

# The New-Kink Pot Cover Rack

will not only save three-fourths of the time it now takes you to sell pot covers, but it will increase your trade in covers easily four fold. Time and again, women on seeing the Rack will be reminded that they need a cover, whereas they would never think of it with your covers back in a bin. Half the women who come into your store or go by it need one or two pot covers at home and would buy them if reminded of it. Take our word for it that this 18 inches of floor space you give this Rack will be one of the most profitable spots in your store. It will pay a hundred times over for the room it takes.

# The New-Kink Pot Cover

is a winner. The large cold rigid handle may be laid flat when not in use, thus taking up less room. The handle in use is always upright,

of large size, thus enabling one to grasp it firmly without danger of burning the fingers.

The New Kink Rack will display your Pot Covers neatly and prominently and your sales will surely run into a lot of money. The New-Kink Pot Covers are made in all sizes from 7\frac{3}{2} to 15\frac{1}{2} inch.

To have this Rack and these New-Kink Pot Covers will increase your trade very largely in these goods and at the same time decrease the expense of selling them.



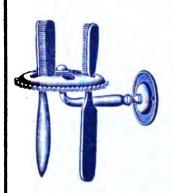
MADE ONLY BY

THE REPUBLIC METALWARE COMPANY BUFFALO CHICAGO

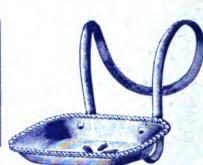
### THE LARGEST TRADE WINNER!!!

# THE PORTABLE BATH SET

ALWAYS READY. CONVENIENT EVERYWHERE









"The Famous" Nickle Plated Bath Room Fixtures The Neverust Portable Bath Set



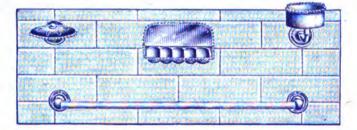


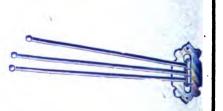














# The H. @ H. MFG. CO.



BRASS, COPPER AND NICKEL WARE

Office, Salesroom and Factory:

554-562 West 25th St., New York, N. Y.



# Special Attention of the Trade



is called to the fact that we are the only manufacturers working independently of any association or trade agreements, and that it is to your interest to obtain our prices before you place your orders.











Ideal Double Coated Gray Steel Enameled Ware New England Gray Steel Enameled Ware Turquoise Blue (White Lined) Steel Enameled Ware





Blue and White Steel Enameled Ware All White Steel Enameled Ware Also a Full Line of Galvanized and Tin Ware







Full Line of Samples Displayed at our New York Sales Room





Facteries: MIDDLETOWN, CONN., and PORTLAND, CONN.





736 Broadway, New York City















# Every Buyer of CARPET SWEEPERS

### Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

'That Nationals are made in the most complete sweeper factory in the world.

That Display stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE.



There's something new in carpet sweepers that IS new—ask us.

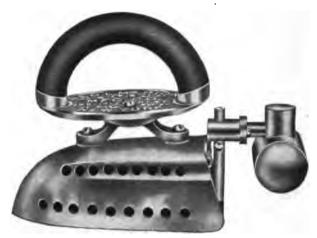
Get in early. Write to-day.

NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

# The Marion Self-Heating Denatured Alcohol Flat Iron

**FULL NICKLE FINISH** 



TWO SIZES 4 Ib. AND 6 Ib.

Each iron generates its own heat. The ideal flat iron for hot weather, as the ironing may be done out of doors under the shade of the trees.

The Marion Flat Iron is the only one which fulfills every requirement of the American house-keeper, viz.:

It absolutely protects the hand from heat.
It costs about one cent per hour to operate.
It is perfectly safe, clean and odorless.
It may be used at any time and at any place.

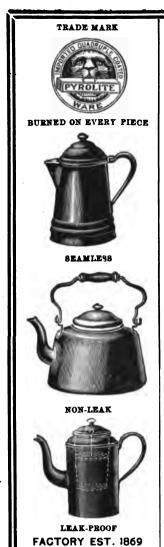
We guarantee that it is exactly as represented in this advertisement.

A Splendid Article For Window or Counter Display or For Demonstration.

Write or ask for Prices and Descriptive Literature.

GEO. L. MARION MFG. CO.

129-131 Front Street, NEW YORK



# PYRO-LITE ONLY SEAMLESS

POSITIVELY NON-LEAK

# ENAMELED WARF

Nothing Like It Can Be Supplied By Any Other Concern.

NON-LEAK SPOUTS ) U. S. Patent June 21, 1908 A Scientific Triumph.

German Patent No. 253397 British Patent Feb. 20, 1905

**ADVANTAGE:** Non-Leak Pyrolite Larger Sizes.

Better Finish. Mechanically Superior.

Open Stock at N. Y.

The Peer of All **Other** Enamel Ware.

# **Open STOCK AT NEW YORK**

Also a complete line of

FLEUR DE LIS WHITE WARE IN OPEN STOCK LEFFLER & THIELE CO., SPRING and CROSBY STS., New York

Do you want the Refrigerator trade of your town? If you do, then you must sell the



White Frost Refrigerator because it is the one, and only one, Refrigerator that is strictly sanitary in every respect. Look at it, and note.

It is a beautiful piece of furniture, spotless outside and inside as the pure, driven snow, or finished in a rich golden oak.

It is a metallic refrigerator, cylindrical in form, made of galvanized sheet steel, and provided with 1½ inch air space between walls; thoroughly insulated with Maltha and Asbestos, the combination of which is recognized as the best material for insulation that has been discovered—certainly the most expensive. Solid brass trimmings.

It cannot shrink, swell, warp or decay. There is not one bit of wood as large as a toothpick connected with it in any manner.

It is coated with enamel inside and out (excepting the ice chamber,) and this enamel is thoroughly baked on.

It is the handiest Refrigerator made. Has revolving shelves; no reaching over a pitcher of milk or jabbing a sleeve into a dish of butter. Just turn the shelf and everything is in front of you. The shelves are made adjustable, can be raised lowered or removed, and replaced in minute. Shelves are made of wire and beautifully tinned. Light and strong, with no surface to catch the drippings from an accidentally upset dish, but are always clean.

It is guaranteed to maintain as low a temperature and as dry an atmosphere in the provision chamber as any refrigerator made, and owing to scientific circulation, as well as thorough insulation, it is a great saver of ice, therefore the most economical Refrigerator.

Is handsome enough in appearance to adorn any room in the house. And it is everlasting in service.

Sells on sight, and every one sold brings another customer. It is the one Refrigerator that appeals at once to the desires of the buyer. It is resonable in price, and is, therefore, the Refrigerator all the people want. Send today for our literature and prices—you cannot get close to a



"Dear Bob. I want you to buy me a White Frost Re:rigerator."

Metal Stamping Co., 517 Mechanic St., Jackson, Mich.





WATCH OUT FOR OUR NEW TRADE-MARK









These illustrations are only a few of the many good values in the

Wise Buyers' Line

Eureka Garment Hangers

Exclusive Designs in Bath-Room Accessories, Moulding Hooks, Metal Rules and Squares, Cleavers and Mincing Knives

It will pay to get our Catalogue before purchasing elsewhere







FORSYTH MANUFACTURING CO. BUFFALO. N. Y.





# The World's Carpet Sweeper Bissell How ridiculous the foregoing headline would be if it were not true. Being true in the broadest sense it can be construed, it is only right that the trade should know the facts about a product they sell, and for which such strong claims are made. The title 'The World's Carpet Sweeper' is justified by the fact that in every country of the globe where carpets and rugs are used the Bissell Sweeper is sold, and is the acknowledged leader. The Bissell Sweeper is known practically as well in Australia and New Zealand as it is in the United States, as it commands a good sale in this far away territory, and is advertised in the leading publications of these countries. The same methods of trade promotion that we are

Our special Easter offer now in force has been greatly appreciated by the trade, and thousands of dealers will avail themelves of its benefits before the offer expires May 1st. Write for copy of it.

### 3RANCHES:

NEW YORK LONDON PARIS NIAGARA FALLS, ONT.

### BISSELL CARPET SWEEPER CO.

countries, with highly satisfactory results.

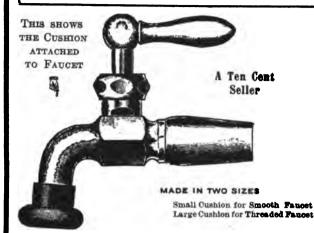
using here are with slight modification put into effect in foreign

GRAND RAPIDS, MICH.

(Largest and only Exclusive Carpet Sweeper Makers in the World.)

The Best Counter Seller on the Market is the

### "Perfection" Faucet Cushion



### CHIPPED OR BROKEN DISHES

A boon to the housewife—consisting of a rubber cushion, which alips over the end of the faucet, preventing anything in hand from striking the metal. Anyone can readily comprehend its utility in the

KITCHEN, LAUNDRY, LAVATORY, BATH AND BAR

Packed on counter display cards containing two dexem asserted cushions

### OHLERKING & SMITH

Exclusive Sales Agents 40 Dearborn Street Chicago, III.

We are Sowing Good Seed for a Bumper Crop.

# Will You Help us the Harvest?

Reap We have planned a comprehensive advertising campaign to open early in the Spring and continue throughout the Summer in the leading general and recreation magazines. Thousands of dealers are reaping the benefit of this campaign-Why

### The Hawkeye Refrigerator Basket

has a ready sale and the demand is constantly increasing. Picnickers, sportsmen, fishermen, motorists, etc., who use them are always sure of cool, fresh, appetizing food and drink. It's a perfect refrigerator in a strong wicker basket that can be locked. You can't afford to be without this popular business getter. If your jobber can't supply you, write us for illustrated catalog, prices and discounts. write us for illustrated catalog, prices and discounts.

Burlington Basket Company

201 Main Street

not you?

Burlington, Iowa

# **BATH ROOM ACCESSORIES**

Attractive in Design-Strong in Construction



Made of BRASS. Heavily Nickel **Plated** and Highly **Polished** 



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn.

Manufacturers of Cast and Wrought Brass Colonial Candlesticks, Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFICES { New York, 1 Hudson St. Chicago, 508 Heyworth Bldg Boston, 170 Summer St. San Francisco, 1122 Ellis St.

### "ANDREWS SPECIALTIES"

Are Patented, High Grade Housefurnishing Necessities Made to Please the Customer. Sell Easily and Pay Good Profits

HIGGINS' PERFECT

FLUE STOP



Sink Clean. Hands Never Touch

Keeps the

the Garbage.

THE "ANDROCK"
Carpet Beater "So easy on the wrist."

The liveliest beater made. Lively in use and a Lively Seller.

Send for new catalogue

ANDREWS WIRE & IRON WORKS, Rockford, III.

# ART METAL WARE

The sort that adds to the beauty of your store interior and to the size of your profit account.



Our assortment of patterns for brass candlesticks is unequalled. Goods will be made from special patterns if desired.

> OUR ART CATALOGUE YOURS FOR THE ASKING. ASK FOR CATALOGUE A.

ROSTAND MFG. CO., MILFORD, CONN.



T is sound sense to sell a well-advertised article—something for which there is already a well-established demand.

### SELL SANITAS

**SANITAS**, the widely known washable wall covering, is so well advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

**SANITAS** has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—dust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES.

The Standard Oil Cloth Co. 320 BROADWAY, NEW YORK

IT IS THE "MIST-LIKE SPRAY" THAT MAKES THE

# FOUNTAIN SPRINKLER

THE BEST SELLER ON THE MARKET.

This Beautiful Mist Effect is Not Produced by any Other Sprinkler Made.

Retail Price \$1.00. Send for Sample Post Paid at Wholesale Price and let us Show You What it is Like.

The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get one like it.

The STANDARD

STAMPING CO.

Marysville, Ohio

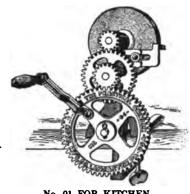
Have you one of the Handsome Display EASELS? They help sell the Fountain

Ask us How to Get One FREE.









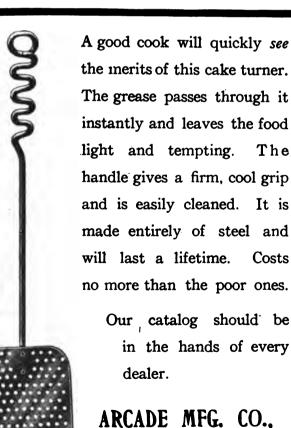
No. 01 FOR KITCHEN.

# The "Practical" Knife Grinder

- A simple Kitchen Knife Grinder within the means of almost every house-wife.
- ¶ Made of Alundum, the sharpest and most durable abrasive known. Clamps to table or shelf and measures 10½ inches in height. Cutting Wheel, 3½ inches x
- ¶ Other sizes up to 6 inch Cutting Wheel in hand or foot power for every purpose.
- Abundant literature to promote sales, and handsome display stand free.

Write for prices, and "Practical Talks About Practical Grinders"

ROYAL MFG. CO., 102 E. Walnut St., Lancaster, Pa.



FREEPORT. ILL.

Charles C. Naret, 97 Warren St.

NRW YORK AGENT

Eagle Mop Wringers Best Built More Sold Than All Others Combined.

EAGLE COOP-

Sole Manufacturers

CIRCLEVILLE, - -

Digitized by Google

Most

Prac-

tical

Most Holds Heat Longest Easiest to Operate Scientifically Moulded



Patent Lock Attach-ment Holds Iron Tight and Firm Does not Loosen

Saves Backache and Tired Arms.

OUR FACTORY is working full capacity to supply our trade with Patent Sad Irons. Repeat orders are coming in from all those who have handled these irons. Large Department Stores and Supply Houses have proven Patent Sad Irons to be the most rapid seller on the market. You can do the same.

### Patent Sad Irons

You don't have to tie up a lot of money in these goods. can put in a line of Patent Sad Irons for an exceedingly small investment. We do not try to control your profits on Patent Sad Irons. You don't have to sign any iron-clad contract with us.

We guarantee your sale by taking back the goods and credit.

ing you with them if, for any reason, or at any time you become dissatisfied.

SEND FOR OUR BOOKLET and let us give you information about Patent Sad Irons that we haven't room for here. You owe it to yourself to investigate this line which other progressive dealers are finding so profitable.

### TENT SAD IRON I

FACTORY, 1444 Mulberry St., READING, PA

NEW YORK OFFICE **NEW YORK** 

### THE

# **VULCAN TOASTER**



For use on the Gas Range. Gasoline or Oil Stove

The Vulcan is the only toaster (dwell on that, please), which can be successfully used on the above mentioned

Others make this same claim, but ask them to send you a sample, then ask us. (Sample free to anyone in the trade). Test both and see for yourself.

The Vulcan will toast 4 slices of bread in two minutes.

The Vulcan toasts the bread and doesn't burn it.

The Vulcan toasts the entire slice, from edge to edgea rich golden brown, crisp and snappy, and leaves the inside of the slice soft and palatable.

Write us for price today.

Sell the toaster the big stores are selling.

### W. M. CRANE COMPANY SOLE MANUFACTURERS

1131-1133 Broadway.

New York

### THE NEW GRAIN STAIN SYSTEM

Of Finishing Old Floors, Woodwork, &c.



Expert help unnecessary—Any man or woman can make the old floor look like new hardwood.

### OUR SPECIAL FLOOR OUTFIT

contains everything needed for the work, with easily-understood directions.

This outfit sells at a price that gets business with a good profit for the Dealer.

Ask about it.

### **NEW YORK VARNISH COMPANY**

282 Greenwich St..



# K. & M. OUTFITS LLS and REARS

Have resulted in immediately increased sales. As a matter of fact, they

### Have Created A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . \$1.00 To a Dollar Doll, and you have a - . 1.00 Three Dollar and Nine-Eight Cent \_ combination that will sell faster than you had thought possible. . \$3.98 Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not miss this opportunity in 1908.

Our New Line is Ready for Inspection.

### KAHN @ MOSSBACHER

Makers of Doll Outfits

779 Broadway.

New York City



Vol. XXVIII

New York, April, 1908

No. 4

### BRISK SELLING PLANS FOR BUSY DEALERS

A Few Hints to House Furnishing Dealers Regarding Spring Sales, and Some Selling Plans That are Trade Winners



ITH THE RETURN of Spring and the awakening of all Nature to new life after the winter snows and cold weather, there seems to appear among people everywhere, both the merchant and his customers, a new interest in trade. Winter clothing must be laid aside, the household must be equipped with garden tools, refrigerating apparatus, protection

against flies and other insects, and all the hundred and one household utilities designed to make the work of the housewife as light and endurable as may be during the warm months of the year.

It is quite natural, then, that house furnishing dealers should be conducting "Spring Sales," and providing stock suitable to the season's requirements.

### How to Plan Spring Sales

In the planning of spring sales, a few general policies can be pursued to advantage—what they shall be depending, of course, upon the character of the store, whether it be a department store, or one of the many small stores scattered all over the small towns and cities of the United States.

To the department store, we have little to say. With their advertising experts and well-trained department managers, these big establishments need little help, vet it may be worth while to say that spring sales should be planned along certain clearly defined lines—quality, price and economy for the householder, and each sale having as its feature, say "A Spring Garden Sale," offering lawn-mowers, garden tools, seeds, and all that; "A Spring Housekeepers' Sale," offering the latest devices in refrigerators, screen-windows and doors, the new denatured alcohol sad-irons, for example, that make ironing easy by eliminating the hot kitchen range, and alcohol-gas stoves permitting the cooking of food with all the comforts of the gas range; each sale having a feature which makes it distinctive, gives it a special advertising value and permits the designing of striking window displays.

Take a "Spring Garden Sale" for example; have a scene painter sketch on a drop curtain for the back partition of the window a house with a lawn in the foreground. The window platform may be covered with a green material in imitation of grass, and lawnmowers and garden tools shown in their proper uses—a window, not new in idea, but always effective and capable of endless trade-pulling variations.

### Business Enterprise in Small Stores

What we have said regarding spring sales for department stores applies with equal force to the small store. We wish to make this point emphatic, however; small dealers everywhere should take pains to do three things—First, advertise more widely than during any previous season; second, change their show windows at least once a week, and remodel the windows, if they need it in order to get the most out of them; and, third, plan spring sales that will set their trade to talking about the store and its stock as they never have before.

The one fatal mistake made by most small deal-dealers is "lack of enterprise." Too many country and small-town merchants are content to replenish their stock with the goods their fathers before them carried; too few take pains to put in new and up-to-date goods, and to advertise the changes they have made, after they make them.

### Inexpensive Advertising Methods

We know of one Connecticut dealer who found a demand for dry goods in his town and put in a stock of men's and women's clothing, waists, shirts, cotton goods and all that, and yet left it to his trade to find out for themselves that he had put in a new line. The result was it took him months to make profits he could easily have made in a few weeks, if he had advertised.

### Brisk Selling Plans

As suggested last month, the Review will endeavor to give from month to month the outlines of practical selling plans that have been tried out and found helpful, but we wish to say this to interested readers in passing—you can help us make this section more valuable and interesting to the trade, if you will make it a point to send the editor an outline of sales plans you have yourself put to the test of experience. While it is true we have other sources of information to draw upon, it is also true that the more the trade makes the House Furnishing Review a medium for the inter-change of personal experience the better it is for all concerned.

### A "Letemgo" Sale

A sale to produce the best results should be characterized by advertising that is original and well calculated to produce curiosity. Frash Brothers, of Wakarusa, Ind., recently conducted an eight-day sale and adopted a striking method of exciting public curiosity. The word "LETEMGO" was run in the weekly paper locally for two weeks preceding the sale, and printed on tags and handbills and scattered all over town. People naturally began to sit

up and take notice, thinking that a new brand of cigars, or breakfast food, or cereal was about to be introduced. At the end of the two weeks preliminary advertising, a large poster was printed headed with the words, "LET 'EM GO," and bearing a long list of bargains offered at their store in every line of goods carried. The sale was a marked success, and the idea is capable of a dozen variations to fit special needs.

### "Open in a Subdued Light"

Another clever scheme was brought to our attention by Mr. G. H. Turnbull, New York manager of the Goodell Company, of Antrim, N. H. He secured some plain orange-colored envelopes like those used by photographers for mailing proofs to sitters, and printed across the top of the envelope in plain black letters, "Open in a Subdued Light." These were sent to a selected list of customers, bearing a card inside with the inscription, "Nobody needs a strong light to see the superior qualities of our line." As he sent one to his wife and some to his neighbors, he had an opportunity of knowing whether the card was read. It will pay enterprising dealers to try the experiment on their own account.

### Factory Surplus Sale

We are indebted to W. H. Conger, of the People's Store, Tacoma, Wash., for two suggestions, the first being a Special Sale of Italian porcelain, in brilliant colors, advertised to sell at ten cents each. The window was filled with the ware, plainly marked, and the morning when the sale began Mr. Conger was surprised to find a line of Indian squaws squatting on the sidewalk before the window waiting patiently for the store to open. The Indians were from a near-by reservation, and the local newspaper gave the store much free publicity by writing up the Indian episode.

The Factory Surplus Sale referred to above is conducted by the People's Store about the middle of every February, and runs a week. It is made the occasion for cleaning out all goods the store does not wish to carry over, all odds and ends, and the goods are sold at cost, or at a sacrifice, if necessary, in order to close out. In February, 1907, the newspaper advertisements were headed with a top border design, showing a line of factories with smokestacks in full blast and a Dutch Wind Mill, with arms extending from the roof of the store to the first floor, was kept revolving by day and illuminated at night. While this sale is an annual feature with the People's Store, it is one that could be run any season of the year, and can be adapted to many different uses.



THE STEWARD DRY GOODS COMPANY, LOUISVILLE, KY. China Department Arranged by J. Lee Richards.

### SPARE MOMENTS WITH THE EDITOR

Problems and Solutions Submitted by the Trade, and Practical Talks on Things by Some Qualified to Speak

NOTICE IN the March issue of THE House Furnish-ING REVIEW the question, "How Can He Sell Low-priced China?" writes Mr. Oscar Davis, manager of the basement department of the J. R. Libby Company, Portland, Me. 'I was in the same position; I could always get up a large sale of enamelware and such goods, but fancy china was differentuntil this year. "When I was in New York in January I purchased a large lot of

bargains in overstock china. Returning home, we advertised in all our papers, "Watch the Papers for the Grandest Sale of Fancy China We Ever Had." We ran this copy for seven days, and on the eighth day gave a still better advertisement, and the sale proved a winner.

"Three days after this sale I was in New York again, purchased double what I did before, came home, and displayed the china on all our floors as an "11c., 25c., and 50c. China Sale." We displayed them in this way for about seven days before the second sale was to begin, and then four days previous made a grand show of the china in our front windows. The sale that followed astonished everybody. We had over 10,000 square feet in our department and I used one-half of this space for our china. We were obliged to have thirty-five extra clerks from other parts of the store assist our regular force of fourteen in order to wait on the customers."

### Don't Try to Sell Low-Priced China

"In reply to your Western correspondent as to why he can't sell low-priced china," writes Mr. J. Lee Richards, of Atlanta, Ga., "my experience has been that low-priced goods will not create a sensational sale. I should judge that your correspondent's customers do not want cheap china, and that if he will put on sale high-grade china at a low price, advertising only one or two articles at a time at a special sale price, he will find that he will have good results.

"My own experience was similar to his.

"Our china department was doing very poorly, and the writer placed on sale a twenty-five cent china cup and saucer of first quality at the remarkably low price of ten cents. We advertised the article very largely, illustrated it, and allowed the trade to buy the cups and saucers only during an hour sale, from nine to ten, and from twelve to one each day, nor would we sell more than six cups and saucers to a customer. While we took the risk of losing money for a couple of hours each day, we found in the long run we profited very largely by this advertising.

"On the same plan we offered salad bowls, selling a forty-nine cent salad bowl for nineteen cents; and then dinner sets, advertising a \$10-dinner set for \$5.08.

Understand, the value must be in the article advertised, and the trade must be given just what is advertised, for the purpose of all advertising must be to build up the confidence of your trade. Once that confidence is established, the rest is easy."

### Try Specialties

"I observe that one of your Western correspondents," said Mr. A. A. Sprague, of the Howlands Dry Goods Company, of Bridgeport, Conn., to the Editor during a recent call, "is seeking for a method of attracting customers to his china department by means of special sales. Not knowing the conditions that prevail in his city and store, it is difficult for me to suggest a remedy, but I should judge that his trade must be of a high-class character and has no use for the cheaper grades of goods.

"I think this buyer should also remember that chinaware is bought principally for gifts, wedding presents and similar purposes, and it is, therefore, almost impossible for him to secure as satisfactory results from such sales as he can from staple goods like enamelware, which are bought to be used at home.

"My experience leads me to say that one of the best ways for him to draw trade to his china department is to advertise specialties and locate them at the extreme end, or scatter them throughout his china section, so that when customers come to buy the goods, they will have to pass through his chinaware department to reach the specialties advertised. This is one method by which he can draw crowds to his department."

### Maintain High Standards

"Regarding the problem presented by the Western dealer," writes Mr. N. C. Myers, of Miller, Rhoads & Swartz, of Norfolk, Va., "I would like to say that I would not attempt to draw trade to my department with low-priced chinaware. The thing we are all aiming at is to sell the very best dinnerware that our customers will buy.

"As a large percentage of our capital is tied up in dinnerware, from which we derive a considerable share of our profits, it becomes necessary for us to avoid giving customers anything that is likely to cause dissatisfaction. Much of the cheap dinnerware that is being sold by some concerns is commonly called "mud" in the trade, and there is absolutely no profit in it. Yet a customer expects when she pays \$5 for a dinner set as much service as if she had paid \$10; something cheap dinnerware cannot be expected to give.

"I prefer to draw trade to my department with reliable merchandise at a low price rather than by means of low-quality goods at a low price, and I am sure this policy will win out in the end."

### How One Dealer Sold Low-Priced China

"I would like to say that, according to my experience with the cheaper grades of china," said Mr. H. H. Windhorst, of Lyons & Chabot, of New York, "It is possible to create a run on cheap enamelware, because women are entirely familiar with bargains in this class of goods, whereas, they are not so well posted on bargains in china, nor is it possible to illustrate by means of advertising the real value of the chinaware bargains you offer.

"Not long since I bought two carloads of china, a part being a plain white chinaware and the balance decorated china, and I requested the manufacturers to send me a letter stating the shipment was on the way and had been sold to me at a very special price.

"I had this letter reproduced and inserted it in the middle of my advertising page announcing the sale, and ran cuts of fancy chinaware around the letter. I also emphasized, in the reading matter, the low price at which I had been able to obtain these two carloads of china and the bargain prices at which they were to be sold. As the letter was documentary evidence of the truth of what I advertised, this advertising produced excellent results.

(Concluded on page 35.)

### THE FUTURE OF THE SMALL DEALER

What luterested Buyers Have to Say on This Subject, Together With Helpful Suggestions as to How the Small Merchant May Increase His Business



HE TROUBLE WITH many small dealers," said Mr. I. H. Airey, of the Bennett Company, Omaha, Neb., "is that they hesitate to meet the competition of the department store and other competition for fear of losing a large profit on their sales. In other words, they lack expertness in making prices.

Many a small dealer thinks that unless he sells everything he buys at an advance over its cost to him, he is losing money. It seldom occurs to him to run bargain sales to draw trade to his store, making up what he loses on his "specials" by the profits on his staple stock and by the increased volume of sales brought about by the crowds attracted to his store through his

bargain sales.

"There is still another side to price making. It takes nerve to sell things at a loss. It takes a still rarer kind of nerve to get juicy profits on most of the goods a small dealer sells. To do the latter he must mix his bargains and his ordinary values so skilfully that the buying public takes the mixture not only without question, but with pleasure great enough to make a woman, who would ask the dry goods man to deliver a spool of thread, willing to carry home the bulkiest of bargains obtained at the small store, regardless of her own comfort. All this can be accomplished if the small merchant knows what articles will stand from 33 per cent. to 150 per cent. profit and what articles can be sold at a great sacrifice and yet be made to turn the loss into profit by creating trade.

### Sending Customers Away Satisfied

"The small dealer is also likely to be remiss in giving satisfactory service to his customers. He is too prone to act as though he "does not care whether school keeps or not," and his lack of interest in his customers' needs is soon reflected in their entire indifference to his store.

"I was connected with a small store at one time, and I found that many customers who came in wanted goods we did not carry in stock. I found that I could easily hold their trade and secure their good will by offering to order what they wanted, and although I frequently filled these orders practically at cost, it was easy to furnish them with our regular stock on a fair margin of profit.

"The small dealer is not likely to suffer much from the competition of the large city department stores so far as his staple goods are concerned. His chief trouble arises when a customer desires an article that is not ordinarily handled in small towns. If the small dealer will take pains to get what his customer wants for her, so that she will not need to take the train or the trolley car to the city, he will be able to hold his local trade without difficulty.

"This will also serve to send his customers away satisfied, and his satisfied customers will help him materially in building up his business.

### The Small Dealer and the Catalogue Houses

"You hear a great deal these days about competition with the big Chicago mail-order houses. The reason these concerns have cut into the business of the merchants in small towns is because the Chicago people made it their business to go after the trade in agricultural districts and provide the farmers with a service their local dealers would not give them.

"If the small merchant wants to get this large and profitable trade back again, he must go to the trouble of furnishing his customers with the articles they get from Chicago at the same prices, and in addition educate his trade up to the idea that they can obtain at home better goods than they can abroad, get credit in a more satisfactory way, see their goods before they buy them and obtain everything they may require at fair prices. By offering such accommodations, it will not be long before the small dealer will persuade his friends and neighbors to trade with him in preference to buying their goods out of town.

### Keeping Up Appearances

"Another serious fault of the average small dealer is that he does not display his stock to the best advantage. He is too apt to leave his goods on his shelves without dusting them, and keeping them in

presentable shape, or to leave them in their original packing cases until they are called for.

"Fancy a modern department store waiting for the trade to ask for goods before offering them for sale; if a big establishment like a city department store finds it necessary to push the sale of their new goods, and of their regular stock, how can a small merchant afford to do the contrary?

"This tendency of the country merchant to disregard appearances, and let dust and dirt accumulate is a drawback to his success, as he is just like all other merchants—he must depend upon continuous sales to provide him with capital needed to keep his stock fresh and his money earning more money.

"The one thing needful is to keep his stock well displayed, both in his show window and on his shelves, so that people can see what he has for sale. Everything should be plainly priced so that people will know how much an article they want will cost them, and goods should look so nice in the windows or on the shelves as to be desirable. In this way the small merchant will avoid being choked to death with shelf warmers and odd goods on which he may eventually suffer a total loss.

### Unlimited Chances for All

"Far from the small dealer being doomed," said Mr. C. J. Day, of Harned & Von Maur, Davenport, Iowa, "there are still unlimited chances for all. The whole thing is largely a matter of faith; if a man thinks he is done for and it's no use to struggle against Fate, he will certainly go to the wall. If he believes there is a fighting chance for him to succeed, and takes that chance, he will land right side up sooner or later.

"The small dealer who will put energy, push, and good judgment behind his store has as good chances of success as his father did, and I am inclined to believe his chances are greater to-day than ever before.

"It is attention to small details that counts, and keeping busy 'hoeing corn' while the other fellow is taking a nap which wins in the long run. In fact, the small merchant, like the tortoise in his world-famous race with the hare, may eventually pass by his big competitors in the race for commercial success, if he keeps growing and grasps all his opportunities and makes the most of them."

### Combination and Organization

"There is a great deal of truth in what Mr. Reed had to say about the small dealer being doomed," said Mr. J. Lee Richards, who was formerly mana-

ger of the house furnishing goods departments of J. Bacon & Sons and the Stewart Dry Goods Company of Louisville, Ky., "but we should not condemn a man without giving him a chance to defend himself.

"The fact is that old merchandising methods, effective a generation ago, are out of date to-day, and new methods must be devised. This applies as much to the small merchant as it does to the department store, and just as the modern department store is a combination of many small stores into one great establishment under one roof, so I believe the time is coming when the small merchants in cities of from 25,000 to 75,000 population will find it to their advantage to combine together, organize a single operating concern and open a department store of their own.

"Why not?

"Suppose six small dealers, now struggling along separately with limited capital, inedequate quarters and their other handicaps, were to combine their stock, experience and capital into one business organization. Their combination would be good for their town, for they could then afford to build a suitable store, carry a large and well-selected stock, each man could specialize along the line of his greatest ability and experience, and the small city would have a department store of its own.

"I believe there is room for just such stores in many of the cities of the United States of the size I have mentioned, and I do not doubt that in time we shall hear of just such combinations being made. The principle of the department store is all right, and by putting that principle at work in the smaller cities of the country, the big city establishments would be limited to their own territory and could not afford to compete with the smaller department stores."

### A Note of Pessimism

"In looking over your 'Great Educator,' as it ought to be named," writes Mr. Adolph Rosner, house furnishing buyer with the Steinbach Company, Asbury Park, N. J., "for the House Furnishing Review educates the buyer more and more all the time, and I dare say many of us owe you our appreciation for the valuable suggestions we receive through your publication, I read with much interest what our friend, Mr. John J. Reed, had to say in the March issue about the doom of the small dealer.

"I cannot help but agree with him in his opin-

ion, for I do not think the small dealer—the socalled small store, or shop—has a chance in the world of doing business of any account.

"The department stores have it on the small dealer so much, in each and every way, that it is impossible for the small dealer to compete with them in buying their goods, in advertising their business, in accommodating their trade, in accepting goods from customers, if not satisfactory, or in refunding cash to a purchaser, if the purchaser finds a week or ten days later that he or she does not want the article purchased.

"The small dealer has also a hardship in buying his goods, for he cannot buy or use the quantity of goods bought by a buyer representing a large department store, and therefore he has to pay from five to twenty per cent. more for his goods. "The small dealer works under another disadvantage also, in that he has to depend upon doing most of his business after the large department store is closed—that is, the bulk of his business is done between the hours of 6 p. m. and 10 p. m., and on Saturdays between 11 and 12 p. m. He also depends on remaining open Sunday to secure a great deal of his business. Let the law compel the small dealer to close his shop on Sunday, or let the small dealer shut up shop at 6 or 7 p. m. every business day in the year, and how long would he remain in business?

"In my opinion, the small dealer, or the small store keeper is of a day gone by. Of course, the old go and the new ones are always ready to take their places as long as their small investments last, but the living of the small dealer is a hardship."

### SPARE MOMENTS WITH THE EDITOR

(Concluded from page 32.)

"I would suggest this plan as one solution of the problem.

"I would also like to say it would pay your correspondent to use frequent window displays of his cheaper grades of chinaware; issue frequent circulars to his trade describing and illustrating the bargains offered in his department and spend as much time as necessary in educating his trade up to the good values offered in this section.

"In arranging this stock, all staple goods should be plainly priced and kept clean and free from dirt; the stock should be moved about from week to week so that customers will always find something new in familiar spots; the cheaper grades of china should be placed in the rear of the china section so that customers who come in to find bargains must pass by the better grades, and other methods pursued which may suggest themselves by means of which he may gain the confidence of his trade.

"I believe that the result will be a marked increase in the sales of his chinaware department after a reasonable length of time."

### MORE PROBLEMS FOR SOLUTION

As will be seen, the problem presented by our Western correspondent called forth much comment and excited a great deal of interest in the trade. We give below two more problems brought to the attention of the Review during the past month, and

we trust the trade will take pains to spend many more "Spare Moments with the Editor" in the future than they have in the past. If the trade will make it so, this section can be made one of the most practical and useful in the House Furnishing Review.

Nobody need take pains to dictate his problem, or his solution of problem to his stenographer—just jot down a few rough notes on scrap paper, if you like, and forward them to the Editor. He will be only too glad to whip them into presentable shape for publication.

### Shall He Carry Goldfish in Stock?

"We should like your opinion in regard to carrying a stock of goldfish, as much for ornament as anything else, in the House Furnishing Department."—Ohio.

### How Stimulate Trade in Farm Communities

"We are conducting the House Furnishing Department of a large department store in an Iowa city of 50,000 inhabitants, drawing largely upon the farming class for business. This class of trade seems to be more "lethargic" than the trade in manufacturing centers, where the population is cosmopolitan. Is there any way to stimulate trade in agricultural districts and make it more active. Any suggestions you can offer will be highly appreciated."—Iowa.





Cuts by Courtesy of the Boston Plastic Art Co., Boston, Mass.

Digitized by Google



WINDOW DISPLAY BY WM. H. FREAR & CO., TROY, N. Y.

### ART NOVELTIES THAT PROMOTE TRADE

Art Statuary That Draws Custom and Builds Up Trade. How High Grade Art Statuary is Made

ROM THE CUS-TOMER'S point of view, there is no section of the House Furnishing Department more attractive than the space devoted to art novelties intended for home decoration. Many a woman likes nothing better than to browse around an hour or more among a pleasing collection of art statuary, wavering

between an inclination to buy the beautiful things she sees and the determination to hold onto the contents of her slender purse, yielding finally to the fascination of some vase, or statue, or piece of brica-brac she cannot afford, but must have.

We cannot escape the conviction that the live

So far as the buying of high-class art statuary is concerned, more care should be taken to secure "quality" goods than is taken with staple lines. While any statuary that looks good from the sidewalk when placed on display in the show windows will draw people into the store, the real test of these goods, so far as their advertising value is concerned, comes when people take a statuette or a bust in their

hands to examine it closely. Cheaply-made art EDITOR'S NOTE:—Cuts illustrating this article by courtesyof the Boston Plastic Art Co., Boston.

buyer, who has an eye to the trade pulling qualities of certain of his stock as being more ornamental than useful in the home-show pieces-will regard art statuary, rail plates and similar goods as of greater importance than certain of his staple lines, because of this fascination they exert over most women. Aside from the profits to be derived from the sale of art novelties, such goods draw many customers to the house furnishing department, who might otherwise leave the store without a visit.

### **Buying High Class Art Statuary**



statuary will not stand such an inspection, because "chips" and bubbles will appear, and the disappointment resulting from finding an art object full of imperfections will not only lose sales, but also prove costly to the reputation of the store.

As every well-informed buyer knows, there are two classes of art statuary upon the market, the cheaper class, comprising reproductions of imported models, copies of statues, busts and bric-a-brac made by foreign manufacturers, which through lack of originality, can be produced and sold cheaply, and high-grade goods, which are characterized by two features—originality in design and scrupulous care in the process of manufacture. The latter goods cost more, but they bring higher prices, larger profits and give better satisfaction to the trade in the long run.

### How the Original Designs are Made

While many people believe that the best art statuary is produced abroad, there are some American manufacturers who turn out a product that is equal to the best of imported goods. These manufacturers employ sculptors to whom are paid large salaries, and who devote their time and talent to producing designs that are original, striking and artistically satisfying to the most critical taste. In such cases, it costs anywhere from \$50 to \$150 to produce the original model, largely because the sculptor takes anywhere from five to fifteen days

to finish up his model on account of the time it takes to work out such details as facial expression, the arrangement of drapery, and those nice finishing touches which give to the perfected figure an artistic and lifelike expression. These models are made by hand out of clay while it is in a soft state and can be easily worked with the fingers.

### How Duplicate Models are Produced

After the original model is finished in clay, it is covered over with a coat of plaster about half an inch thick. This is done in two parts, first one half and then the other half. Very great care must be taken in putting the plaster on so that it does not injure the clay in any particular; otherwise, the expression of the original model will be lost. This plaster coating is called the shell of the model.

After two or three hours the shell is opened up and the clay drawn out. The shell is then cleaned and greased, and afterwards it is dried. After being thoroughly dried out the shell is put together again, and a composition of plaster, terra cotta and oil, which has been thoroughly mixed together, is poured into the shell, and this composition fills in every part where the clay model has originally been.

The cast is allowed to dry for a day or two, and the outside shell is then chipped off a little piece at a time leaving the inside cast all in one piece, a perfect reproduction of the original model in clay. This cast is finished over again by the sculptor, and is



thereupon used as a working model from which all other duplicate subjects are reproduced.

As this working model is the most expensive to reproduce from the original made by the sculptor's hands, it is naturally the best of the lot, and is worked over with great care so that all future reproductions will not only come out perfect, but be an exact replica of the original model in clay first made by the artist. It is by this method that working models are made.

### The Making of the Outer Shell

The process described above is the first step in the manufacture of art statuary. The next step in the process of manufacture is the making of reproductions from the working model to be sold to the trade, involving two processes—the making of a socalled outer shell and the making of gelatine molds.

After the working model is finished, the manufacturers then put clay one-quarter of an inch thick all around it and upon this layer of clay put a second layer, the second being plaster to the thickness of about an inch, divided into two halves so that the plaster shell can easily be taken apart. This outside plaster covering is called the "outer shell."

In addition to using plaster in making the outer shell, a lot of heavy wire, as well as heavy iron rods and burlap, is used in the construction of the shell; that is, the wire, burlap and all that are put in the plaster to strengthen the shell, so that it may be used over and over again, and may last anywhere



"THESE MODELS ARE MADE BY HAND OUT OF CLAY."

from six months to that many years provided it is given the proper care.

After the outer shell has dried out a little, it is then taken apart, the working model taken out and the clay removed. A hole is then made in the top of the shell, after which it is cleaned and finished and put in a dry room to dry.

### How the Gelatine Molds are Made

After the outer shell is hard and dry, the next step in the process of manufacture is reached. The working model is now taken and attached firmly inside of and to the bottom of the shell. As the clay left a quarter of an inch of space between the model and the shell, and as there is a hole in the top of the shell, a fine gelatine may now be poured into the shell through the hole on top. This gelatine covers the model inside the shell and enters into all the open spaces between the shell and the model. The gelatine is left standing for about twenty-four hours, which gives time for it to harden. The shell is then opened, the gelatine cut into two parts to fit the shell and

the inside model taken out, so that when the two gelatine molds are put together again an opening is left which is in the exact shape of the working model.

### The Casting Process

The gelatine molds completed, the manufacturers are now ready to reproduce in quantity the statue originally designed for them by their sculptor. This is accomplished by pouring a composition of plaster and terra cotta into the gelatine molds, where it is left to dry for an hour or two. The shells are then opened again, the gelatine molds taken apart leaving an exact reproduction of the model in the terra cotta composition. Careful operators are able to cast as many as five or six of these reproductions from one model in the space of a working day. After the terra cotta cast has been taken from the mold, it is put in the dry room to dry.

### The Finishing Process

Every bust or other, subject after coming out of the cast shows rough edges where the parts of the gelatine molds came together. All those marks have to be taken off with a fine tool, and a lot of care must be taken to see that the casts are not spoiled in taking off the blemishes. There are some subjects, like the well-known statue of Mercury, and fancy busts, that are made in more than two pieces. These extra parts must have plenty of wire and the finishing must be done by an expert, who knows how to put all the pieces together where they belong so that nobody will be able to tell where the several parts of the statue have been joined.

It is at this point the difference between high-grade statuary and cheap goods appears. A cheap reproduction will show where the parts are joined as well as the different blemishes, while little holes and bubbles, due to the cast, will also appear: cheap statuary also fails to show the fine lines of the original model, which give expression and a life-like appearance to the finished product. Good work is made with such care that nobody can see where the joints are, nor can anybody find any marks or defects on the subject. Every line is carefully brought out, no matter how fine it is, and every detail of the face, limbs and drapery may be seen to be perfect upon close inspection, which cannot be said about inferior goods.

### The Coloring Process

The cast having been refinished, the statue is then put in boiled oil to strengthen the material, is dried for about thirty hours, and the first coat of color is then put on and left to dry until the next day. On the second day, the second coat is put on and the last and final coloring is done on the third day, after the first two coats are thoroughly dry. It takes artists of ability to produce good results, as all this coloring must be done by hand and it is natural enough that only good men are able to do this work in a satisfactory manner.

### The Advantages of High Art Statuary

It should be evident to intelligent buyers from the above description of the process of manufacturing art statuary that the production of high-grade goods is a costly process, involving as it does, the employment of artists to manufacture the original designs and the assistance of experienced workmen to turn out a finished product of high character, and that manufacturers to make a reasonable profit must sell the goods at a somewhat higher price than that asked for inferior products. The modern demand for quality goods is such as to warrant buyers handling the best products they can obtain and, as a matter of fact, such goods are the cheapest and building up trade.

When a woman goes to a store and asks to see the statue which pleased her when seen out in front through the plate glass show window, she is prepared to pay almost any reasonable price for the article in question, because she has no way of knowing its value or judging its price unless it is tagged. If defects appear upon close inspection of the article she will not buy it at any price, and if she does buy it and takes it home and defects appear later in exhibiting the statuette to her neighbors, the damage done to the reputation of the store where she bought it is a factor to be reckoned with. A highgrade statuette will bring 08 cents as readily as it will 49 cents, and it is sensible to say that careful buyers will find it to their advantage to give preference to high-class articles in all cases.

### The Trade Pulling Qualities of Art Statuary

The chief advantage to a store of carrying art statuary lies in its advertising value. The goods may be depended upon to bring people to the store, and a proper window display is so attractive that passersby, as well as those who have been induced to visit the store by means of the advertising announcements, will be drawn in large numbers to the house furnishing department.

The window display shown in conection with this article is that of William H. Frear & Company, of Troy, New York, and we are informed that more than a thousand dollars worth of these goods were sold within ten days time. Art statuary may be classed among goods that can be carried at any season of the year, although they are most seasonable around Easter and the Christmas holidays.



THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ESTABLISHED 1892, By I. B. SCOTT

### Published Monthly By the

### TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President A. EUGENE BOLLES, Sec-Treas. ALBERT L. WYMAN, Editor

59-61 Park Place, New York (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United States
For All Other Countries, including Canada \$1.00 per annum

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are aiways acceptable.

When in the New York market, buyers are cordially invited to pay us a visit.

Vol. XXVIII

APRIL, 1908

No. 4.

There is an old saying, "As a man As a Man thinketh, so he is."

Thinketh It is at least certain that a man can be made ill by repeated suggestions from his friends that he is not looking well, and many a man makes a failure of life by refusing to believe he has it in him to succeed.

Not long ago a Southern crockery house ordered a lot of goods to be delivered next August, and in some way the jobbers shipped the stuff down at once. Not caring to return the goods, or to store them for six months, the Southerners placed the crockery on sale. Wonderful to relate, the goods sold out in a week or two, and they had to order more—yet the original order was placed for future delivery on account of "hard times."

Let's have more errors in shipping dates like that, and perhaps those who are now thinking hard times will begin to appreciate the fact that the times are largely what we make them.

There are several valuable ideas sug-Alcohol gested in this month's article on De-**Exhibits** natured Alcohol-hints from the experience of those who have already begun to handle alcohol utilities, practical points on where alcohol may be obtained, what simple procedure is necessary to secure a permit to sell it, and ways and means of creating a demand for the goods by exhibits and otherwise.

There is no doubt but that denatured alcohol is the fuel of the future and, for the sake of those who will sooner or later sell alcohol appliances, we say, read our articles from month to month carefully, hand them over to your salesmen and demonstrators to read before talking with customers. Before we are done, we will furnish all the facts you need to know in order to answer any questions intelligently concerning denatured alcohol, and our articles are planned to assist the salesmen to a thorough understanding of this great subject.

Moreover, what we say about alcohol is authoritative. It is absolutely correct and may be relied upon. We are conservative and careful in all our statements, and those who repeat what we say need fear no contradiction from those who know what they are talking about.

**Spare Moments** With the Editor

There is no pleasure so keen as that of the Editor when he hears a word from his flock, on no matter what topic, or meets one of his immense circle of readers face to

There is a certain fascination in the thought that what the Editor sees and hears and puts into print, believing it to be of interest and value to his readers, is read every month by hundreds of men from Maine to California, and from the Great Lakes to the Gulf, to say nothing of those in foreign countries.

There is a fascination in this thought, and a great sense of responsibility, for the Editor must choose what the majority want to know about; otherwise, who will read his paper?

It is easy to see, then, why the Editor delights in the letters he receives from his readers-spontaneous letters, sometimes critical, sometimes full of praise, sometimes seeking advice, sometimes information, but always helpful and inspiring to the Editor, because they help him to know what his flock is interested in-what things to write about and what ideas to suggest.

Perhaps not all have thought of the matter in

just that way, and perhaps this little heart to heart talk will inspire many good friends to spend a few Spare Moments with the Editor they may otherwise spend in some other way.

The Situation
Obscured

In many respects, the trade situation is obscured. Reports from all sections of the country prove to us that retail buying on the part of the public is almost up to last year's record, and in some instances new sales records are being established. This condition would naturally call for optimism and the placing of large orders for goods with manufacturers in the trade.

As a matter of fact, in spite of a good demand for goods by consumers, merchants continue to curtail their orders—in many cases not even keeping their stock up to normal proportions.

Why This Con
servative Buying? there for buyers failing to place orders with manufacturers sufficient to meet existing demands, even though no orders are placed against future business. It may be, of course, because there is a general desire to clean out stock while business is slow, and thus make room for new goods against the time when business picks up again.

The Evil that merchants are not alive to the real situation and are actuated by different motives. It is even intimated in some quarters that certain buyers are holding off from placing orders with the belief that a drop in prices is due sooner or later. The question is, will short buying produce lower prices.

Our answer is, No.

If times were good, the results might be all that is desired; but under present conditions the opposite results may be expected. For manufacturers are curtailing operations as fast as their existing orders are filled, and, discouraged by the poor outlook, are not producing stock to meet problematical future demands.

Carefully compiled statistics show that more than a million men are out of work, which means that by refusing to keep the manufacturers busy, merchants are reducing their own volume of sales since unemployed workmen cannot buy anything but the bare necessities of life.

As manufacturers are curtailing operations, manufactured products are becoming scarce; sooner or later merchants, whose stocks are now depleted to the limit, will wake up to the fact that they must have goods to sell and they will begin to place orders in large volume.

When that time comes there can be only one result. Merchants will find that other merchants are also placing orders, and that manufacturers, having taken alarm from present conditions, will not be in a position to deliver the goods. Prices will rise because of short supply, and deliveries will be slow.

Thus merchants are working against their own interests by refusing to buy—they are curtailing sales by throwing workingmen out of work, and they are producing conditions likely to result in short stocks, inability to supply the needs of their trade, and a future higher level of prices.

There is no real ground for the preSound lections are slow, but an unanimous move to discount bills would correct this condition instantly and there is money enough in circulation to accomplish this result. What is needed everywhere is confidence. To quote the words of a great publicist of a previous generation, "The only way to resume is to resume." The quicker this is done the better, and absolutely nothing stands in the way of full resumption of business everywhere. Evidence is not lacking that this opinion is beginning to prevail in most quarters of the United States and that by next fall everything will be as it should be.

**Demonstrations** 

Demonstrations are a new wrinkle in one respect —that some merchants

still remain who do not see their value and will not permit their department managers to conduct them. But progressive merchants are alive to the value of demonstrations, and the number of them who use them is rapidly increasing. This is because the demonstration is a distinctively educational factor in store publicity in that it educates the public up to the expectation of always finding something new and useful in the store that conducts demonstrations, teaches the public that more economical methods of doing housework are constantly being introduced and excites an unending interest in the minds of women customers as to what Tom Jones & Company are going to do next. The field for demonstrations is boundless, and there is at least one large St. Louis house which plans to make the "Industrial Exposition" a continuous performance.



### THE PROBLEM OF ALCOHOL DISTRIBUTION

Where Industrial Alcohol May be Obtained. The Simple Regulations Controlling Distribution, and the Safety of Alcohol in Storage

CHAPTER II.



IGNS EXIST that American house furnishing goods dealers are beginning to realize the truth regarding the great future of the industrial alcohol industry in the United States, and are beginning to cast about them for practical information as to where they can obtain denatured alcohol enough to meet the needs of their customers and the household applicances to burn it.

Germany has been using denatured alcohol for twenty years or more, and we are able to say on

good authority that alcohol may be obtained as freely in the towns and cities of the German Empire as we are able to obtain kerosene in this country—every corner tradesman keeps it and the hausfrau has only to send Hans or Gretchen down the street a bit to secure the can of alcohol needed to cook dinner or light the house at night.

In a few years—it is useless to try and imagine how few—American boys and girls will be running similar errands for their parents, and we shall then wonder why we were so slow as a nation in waking up to the possibilities of denatured alcohol as an illuminant and fuel.

### A Sign of the Times

As a sign of the times, we are reminded of a story related to us recently by Mr. N. C. Myers, manager of the house furnishing goods department of Miller, Rhoads & Swartz, of Norfolk, Va.

"We are going to put in a stock of denatured alcohol utilities," said Mr. Myers to the writer, "and the way of it may interest you.

"There is a small house furnishing dealer down in Norfolk, who has been carrying a little stock of alcohol stoves, lamps and things for nearly a year.

"We didn't pay much attention to him at first, but after a while people began to come in and ask us for alcohol appliances. These inquiries have become so frequent of late that we have concluded to open an industrial alcohol exhibit in our store to meet the demand.

"I have been thinking that if a small dealer in a city like Norfolk can stir up things like that, what's going to happen when the public generally finds out how safe, convenient and economical household utilities burning alcohol really are.

"The future looks bright to me; but there's one thing I want to know—where are we to buy the denatured alcohol to supply our customers' needs?"

### Where Alcohol May be Obtained

This question as to where dealers can obtain denatured

alcohol is logical and timely, since most dealers will naturally hesitate to put in a stock of alcohol-burning appliances for household use before they are certain their trade can obtain denatured alcohol locally without difficulty, that we intend to discuss this question fully in this issue.

### The Law Governing Distribution

As the problem of alcohol distribution was solved by the by the amendment of the original act permitting the manufacture of denatured alcohol free from tax, which amendment went into effect on the first of September, 1907, we will quote briefly therefrom, as follows: "Denatured alcohol may be transported in such packages, tanks or tank cars as the Commissioner of Internal Revenue may prescribe."

Every well-informed merchant knows that the Standard Oil Corporation distributes kerosene oil and gasoline to consumers in barrels, sealed cans, tank boats and tank cars, as occasion demands, and the effect of the act quoted above is to permit the distribution of denatured alcohol by the same methods employed by Standard Oil to distribute their products. This makes the solution of the problem of distributing denatured alcohol a very simple one, indeed, so far as means of transportation are concerned.

### **Present Methods of Distribution**

So far as present methods of distributing denatured alcohol are concerned, two means are employed—shipments by barrel from the central distilleries at Peoria and other producing centers to wholesale and retail dealers, who may themselves put up the alcohol in bottles, sealed cans or any other shape convenient for delivery over the counter to their customers; or retail dealers, department stores and others may now obtain denatured alcohol from certain New York concerns\* in sealed cans varying in capacity from one quart to five gallons. The latter is a very handy method of distribution, and should greatly facilitate the work of creating a public demand for alcohol and alcohol utilities.

We are credibly informed that the latter method of distribution is being developed as rapidly as possible, and that denatured alcohol will be sold in sealed packages to the retail trade at prices which will offer customers every inducement to use alcohol in preference to any other fuel.

### **Future Methods of Distribution**

As the demand for industrial alcohol increases, however, and the quantity of alcohol begins to run into the millions of gallons, present methods of distribution will not suffice. Instead of depending upon existing distilleries located principally in Illinois, Ohio, Indiana and other Middle Western

\* Names will be furnished by the Review upon request.

States, distilleries will also spring up in the North, the South, the East and on the Pacific Coast. As the use of denatured alcohol becomes common in farming districts, farm distilleries operating on the co-operative plan will likewise become profitable to run, and will be established, and thus nearly every State in the Union will sooner or later have its own centers of supply.

Inland distilleries will doubtless employ tank cars for shipping their product to distributing points, while distilleries located on or near navigable rivers or at tide-water will operate tank boats. The use of pipe-lines, while permissable by law, does not appear to be a likely method of future distribution, although it is of course a possibility. The latter depends upon where the centers of production finally locate themselves and how far away they are from distributing points for local consumption.

As for deliveries to consumers, tank wagons will be used to deliver denatured alcohol from house to house; local retailers will sell denatured alcohol by the quart, as kerosene is now sold; automobiles and other motor vehicles driven by alcohol will find alcohol on sale at the usual supply stations where they now obtain gasoline, and motor boats will be able to run alongside of tank boats on the water front and fill their tanks with alcohol.

In a word, the law governing the distribution of denatured alcohol is such that the most economical methods of transportation known to-day may be employed and adapted to the use of this new fuel as fast as the growth of the industry warrants. It is needless to point out that low transportation charges will be an important factor in reducing the price of alcohol to the consumer in the future, and that present prices will touch much lower levels as the quantity produced grows larger and the methods of production are simplified and made cheaper.

### The Law Governing Dealers

No doubt many dealers in house furnishing goods, who would like to handle alcohol utilities if they could, hesitate because no other local dealer is selling denatured alcohol, and in order to accommodate their customers, such dealers want to know whether they can themselves carry the alcohol in stock without going to considerable trouble and expense. To these we answer, the procedure is simple and the expense nothing.

Under recent instructions from the Commissioner of Internal Revenue, druggists and grocers who deal in liquors, but who do not sell them to be drunk on the premises, are allowed to sell denatured alcohol at retail without a permit.

All other retail dealers are required to secure a permit to sell alcohol at retail, but the permit is obtainable from local internal revenue officials without the payment of a fee and it is good for an indefinite time. Retail dealers in denatured alcohol are not required to keep a record of purchases and sales, and once the permit is secured industrial alcohol may be sold as freely as soap, perfumery, coffee or other articles not subject to Government supervision. Hence, there is nothing to hinder department stores, general stores and others in the house furnishing trade from selling denatured alcohol to their customers direct and making a profit on the alcohol as well as on the alcohol utilities.

### Creating Demand a Factor in Distribution

Inasmuch as the problem of distributing denatured alcohol is rendered difficult under present conditions, because the demand for alcohol is comparatively insignificant and the centers of distribution are widely scattered; and inasmuch as the problem will be simplified as soon as industrial alcohol may be made and sold in vast quantities, the first real factor in the problem of distribution is how to create and stimulate the demand for alcohol in this country.

### The Problem of Creating Demand

As we have before said, Germany consumes about 70,000,000 gallons of denatured alcohol annually. Less than half of this is consumed for household uses, however; so that, judging from foreign experience, the problem of creating a demand for denatured alcohol divides itself naturally into two parts—stimulating the use of alcohol (I) for industrial purposes, such as driving automobiles, motor boats, farm machinery and in the arts, sciences, and a host of manufactured products, and (2) for household uses, such as lighting houses, factories, streets, and public buildings, cooking food, heating homes and for consumption in a long list of household appliances.

To assist in creating a demand for household alcohol utilities is the work of the house furnishing dealer and department store, and as we have before pointed out, a great demand for such utilities will be found among the farming class. The first American citizenship to be educated up to the advantages of alcohol for household use is the American farmer, therefore, and we recommend that the trade co-operate with local representatives of the National Grange, and push the sale of alcohol utilities, not only in cities in competition with gas appliances, but also among their out-of-town trade, where alcohol will confer upon farmers' wives all the blessings and conveniences enjoyed by city women.

### Concentrate on Out-of-Town Trade

In fact, Mr. J. F. Leary, buyer of house furnishings for the Outlet Company, Providence R. I., who recently gave a demonstration of alcohol utilities, told the writer that the sales were mainly among out-of-town customers and were well worth the time and trouble it took to accomplish them.

### What the National Grange is Doing

When we urge house furnishing dealers and department stores to co-operate with the National Grange, we do this for practical reasons and with this end in view—to assist the trade in securing quick results so far as sales and speedy profits in handling alcohol appliances are concerned.

The National Grange was by long odds the most potent influence in securing the enactment of the law removing the tax on denatured alcohol, and the leaders in that powerful organization, which has a membership of close to a million, are pledged to carry out a policy having for its object the production and distribution of denatured alcohol on a very large scale. That this influential body will welcome the efforts of local merchants in every State to place alcohol appliances in rural homes and thus create demand is a self-evident proposition, and proves the wisdom of our recommendation.

We are also authorized to state that a campaign of education will shortly be inaugurated on a National scale, the

purpose of which will be to acquaint the masses in this country with the safety, cleanliness, economy and usefulness of denatured alcohol and alcohol appliances for household use.

The time is, therefore, ripe for the house furnishing trade to take up the sale of alcohol utilities with a will and create demand for these products by all the artifices known to modern merchandising experts.

### The Farmers' National Committee

In the course of an interview on this subject with Mr. George P. Hampton, Secretary of the Farmers' National Committee on Industrial Alcohol, we learned that this committee has been organized to "promote the use of alcohol in the industrial arts and especially to encourage its use for light, heat and power, to the end that new markets for farm products shall be opened, modern improvements brought into the rural home, the toil of the farmer's wife lessened, and all the benefits of cheap alcohol diffused among the people in the least possible time."

This committee is co-operating with the executive committee of the National Grange, and among the prominent State Grange officials to be found among its members are such men as E. B. Norris, Sodus, N. Y.; Obadiah Gardiner, Rockland, Me., William F. Hill, Chambersburg, Pa.; F. P. Wolcott, Covington, Ky.; George B. Horton, Fruit Ridge, Mich.; F. N. Godfrey, Olean, N. Y., and C. B. Kegley, Pullman, Wash., who is known in every section of the Pacific Coast for his activities in behalf of denatured alcohol. As will be seen, North, South, East and West are represented on this committee, and we have mentioned only a few of the many prominent men in National Grange circles who are its members.

### Plans of the National Grange

In order that the house furnishing trade, particularly those dealers doing business in agricultural districts, may see the advantage of co-operating with the National Grange in creating a demand for alcohol utilities, we will give a brief outline of the plans of the National Grange as explained to us by Mr. Hampton.

"In the memorial submitted to Congress, setting forth the reasons why the Grange demanded the passage of the supplemental bill which went into effect September 1st, 1907," said Mr. Hampton, "National Master Nahum J. Bachelder, ex-Governor of New Hampshire, very clearly and concisely stated the true order of industrial development in the use of denatured alcohol. He said in part:

"Before local distilleries can be profitably built and operated a local demand must have been created, and that demand can only have come after there shall have been a considerable local distribution of alcohol lamps, stoves, heaters, engines, and other alcohol consuming appliances. As long as the demand in any locality is only a few gallons or barrels weekly, it is manifest that locality must depend on some outside source of supply. The true order of precedence is, first, the large central distilleries supplying a scattered demand over a wide territory; then the development of the manufacturing industry supplying alcohol apparatus; and, finally, the local distilleries."

"Agreeing fully with ex-Governor Bachelder's statement," continued Mr. Hampton, "as secretary of the Farmers' National Committee on Industrial Alcohol, I have concentrated my attention on aiding in all ways I could to bring about a rapid development along these lines.

"There is ample distillery capacity to supply present demands, and therefore I have given my chief thought to the first things necessary to make for farm success. Once started, and a strong demonstration made that the market has been created, we can induce the American manufacturer to make the appliances, and in the same way, the distribution of alcohol can be perfected and the price of alcohol and alcohol appliances steadily lowered. The distribution of both must go hand in hand, and then when local consumption has reached a point which would make a local distillery possible, that important step can be taken with some surety of success. This is, of course, the ultimate goal at which the National Grange is aiming.

### How Retailers and the Grange May Co-operate

"At the annual meeting of the National Grange held in Hartford, Conn., last November, the Executive Committee in their annual report endorsed my plan for creating a general demand for alcohol and alcohol appliances in the farming communities of this country, and the State Granges are actively at work in promoting this demand. As you will see, my plan recognizes the right of local house furnishing dealers to their share of profit from the sale of alcohol and alcohol appliances, and we are willing to assist them in every way we can as soon as they have put in a stock of such utilities.

"My idea is that local Granges shall (1) light up grange halls with alcohol lamps and encourage the use of the alcohol light in churches, stores, railroad stations, village streets, and public meeting places of all kinds, and purchase their alcohol from the nearest wholesale or retail dealer or direct from the distillery.

- "(2) Encourage all other granges in the country to light their halls in the same way and install alcohol cooking stoves in their kitchens.
- "(3) Encourage in all ways the use of alcohol appliances in the home, and by frequent inquiry induce the store-keepers in the nearby cities and villages to carry a full line of alcohol appliances.
- "(4) Appoint a special Alcohol Committee, appointing as chairman a man who is interested and capable in the work of demonstrating the utility of alcohol, and secure all the publicity possible by means of which the benefits from the use of alcohol for household purposes shall be most quickly made known to the farmers in that neighborhood.

"While our plan includes securing the co-operation of State Agricultural Colleges and Experimental Stations in ascertaining how small distilleries may be profitably operated, what waste farm products can be used, and all that, this is only of interest to your trade as showing how thoroughly in earnest the National Grange is in creating a universal demand for denatured alcohol and alcohol appliances among American farmers."

### The Opportunity of the Trade

From the facts ascertained in our interview with Mr. Hampton, we should say an unusual opportunity exists by which house furnishing dealers in city department stores, and in small stores in towns and country districts, can secure to their own profit the benefit of the educational work now being done by the National Grange.



- (1) This may be done by securing a permit to sell denatured alcohol, and informing local grange officials that alcohol may be obtained at their store at wholesule or retail in any desired quantity. It will probably be advisable to offer a special discount to members of the grange in order to make it unnecessary for the grange to buy direct from the distilleries in quantity in order to secure a low price for their members.
- (2) Dealers should also put in a complete line of alcohol lamps, stoves, and household appliances, and invite grange officials to bring in their friends at any time to look over the goods. The store should use alcohol lamps for its own illumination at night and conduct weekly demonstrations at the store.
- (3) Dealers in villages and small towns should likewise apply to the proper officials for the privilege of lighting the streets, public buildings, etc., with alcohol lamps. Whether the franchise is granted or not, the resultant publicity will be of material advantage.
- (4) As soon as dealers receive their alcohol appliances they should arrange to give a demonstration of the goods under the auspices of the local grange at regular meetings of the organization.

These are a few hints as to practical ways in which the trade can make the sale of alcohol and alcohol appliances a success from the outset. Enterprising dealers will find many other ways of accomplishing the same ends. Needless to say, those who enter the field first will obtain the largest profits and the best returns.

### A Word to the City Department Store

While all we have said in regard to the excellent opportunities for creating immediate demand for alcohol utilities that wait upon house furnishing dealers doing business in small towns and country villages is absolutely true, we do not wish to minimize the opportunities of the city department store.

Denatured alcohol undoubtedly confers great blessings upon country house-wives, but the experience of those who are to-day manufacturing utilities in this country is that there is a growing demand for alcohol lamps in cities like New York, Philadelphia and of similar population in spite of the fact that electricity and gas are available for illuminating purposes. This is because the alcohol lamp possesses many advantages over gas and electricity in view of the fact that it is portable, its light is steady, reading or sewing can be done at night with exceptional comfort, to say nothing of its economy and cleanliness.

There is also a large floating population in this country, particularly during the summer vacation season, when hundreds of people go from the city to the seashore, the mountains and to the country for rest and recreation. If anything more suitable for camping, yachting and bungalow life than alcohol stoves, lamps and other utilities has ever been invented we have yet to discover them. This feature of alcohol apparatus should be advertised and demonstrated and the resultant sales will undoubtedly prove gratifying to the trade.

### The Safety of Alcohol in Storage

We have heard many complaints that denatured alcohol is not coming into use very quickly, that it is much dearer than was expected, that it is unsafe to use and to keep in storage, and all that. All this has a discouraging effect and misleads a great many people who ought to know better. Talk of this kind is to be expected, for denatured alcohol means the end of the liquid fuel monopoly and every possible move will be made to retard its competition with other liquid fuels. Every week, month or year that its general use can be hindered means millions to the monopoly it threatens. All manner of misrepresentation must be expected, therefore, and the responsibility is on its friends to see that the development of the industrial alcohol industry is not thereby retarded.

Regarding the safety of denatured alcohol in storage, or in use in the home, we are able to say on the best authority that alcohol is perfectly safe to use, or to store, for reasons we will give below. It is, of course, the part of wisdom to keep a stock of alcohol comprising a number of barrels in a storage shed apart from the main building, but by the observation of ordinary precautions against fire the storage of alcohol is perfectly safe in any quantity.

Alcohol is safe in storage, because

- (1) Water mixes with alcohol in any quantity and will quench its flames. This cannot be said of gasoline or kerosene.
- (2) Alcohol vapor mixes with air so readily and thoroughly that the resulting mixture is very rarely inflammable or explosive. Alcohol vapor must be mixed with air in certain definite proportions in order to be explosive, and under normal conditions the mixture contains either too much excess of alcohol vapor or of air to be inflammable or explosive.
- (3) Alcohol flames do not radiate heat to any great extent, and will not set fire to surrounding objects by pure radiation as will gasoline.

These facts are so well established in Germany, where denatured alcohol has been in common use for more than a score of years, and where the strictest fire regulations in the world are enforced, that no difference is made in the rates of fire insurance on premises where alcohol is stored.

### A Convincing Argument

To put the matter in understandable shape, very few people stop to consider that denatured alcohol and such household articles as perfumery and flavoring extracts are practically identical, insofar as the percentage of alcohol is concerned and that, therefore, denatured alcohol is quite as safe to have in the house or in storage as perfumery or flavoring extracts. Frequently when a member of the household is ill and under the care of a trained nurse, the family physician will order an "alcohol rub" for the patient. On such occasions, the uncorked bottle will often be placed close to a naked light without the slightest danger from fire or explosion.

Since denatured alcohol is this same ordinary alcohol of commerce made unfit for use as a beverage, it is difficult to see how the refiners of petroleum can successfully induce the public to believe that when it is brought into the home under the trade name of perfumery or flavoring extracts it may be handled without the slightest danger, but when brought in under the trade name of denatured alcohol the same precautions must be exercised in its use and storage as the insurance companies prescribe for gasoline or kerosene.





### THE HOUSE FURNISHING GOODS SHOW

A Brief Review of the Third Annual Show, Held at the Grand Central Palace, New York, March 2nd to 7th, 1908, and Short Sketches of the Exhibits



HE HOUSE FURNISHING GOODS SHOW was held at the Grand Central Palace, New York, during the week beginning Monday, March 2d, 1908, and continued until the following Saturday. While not so large as previous shows, as regards the number of exhibitors, it was no less successful in other respects. One of the notable features of the show was the large number of exhibits devoted to alcohol utilities, there being five exhibits of this character. These exhibits served to demonstrate the advantages of alcohol lamps, stoves, sad-

irons, and similar household utensils in a practical way, and much interest was manifested in these exhibits. The enterprise shown by the exhibitors speaks well for the energy that American manufacturers and producers of denatured alcohol are putting into the development of this new industry, and the next few years should see a marked increase in the sale and use of these goods. A number of prominent buyers in the East, South, and elsewhere, have either undertaken the demonstration of alcohol utilities in the house furnishing department, or will do so in the not far distant future.

### The Attendance at the Show

So far as the attendance at the show was concerned, there was much complaint by the exhibitors in the early part of the week regarding the small number of persons seen on the floor. Before the week was over, however, it began to dawn upon the exhibitors that this was as it should be. The general public was excluded from the show, and only buyers and exhibitors were admitted. Even presuming that two thousand buyers of house furnishing goods were in New York City during the week of the show, and all of them to have been present in the exhibition at once, the hall was so large that it would not have seemed crowded even under such circumstances. As a matter of fact, buyers drifted into the exhibition hall a few at a time every day during the show, and the order books of most of the exhibitors at the end of the week bore satisfactory evidence of their presence.

While the Review would like to publish the names of prominent buyers seen at the show, we hesitate to do so for fear of omitting by mischance some of our very good friends who were present. We will content ourselves with saying that most of the prominent buyers in such cities as Boston, Philadelphia, Chicago, St. Louis, Washington, and other large cities attended at one time or another during the show, to say nothing of others from all sections of the country.

### The House Furnishing Review Booth

We give below the list of exhibitors at the show with a brief mention of what they exhibited, trusting that this information will be of interest to the trade.

During the week of the show many buyers called at the booth of The House Furnishing Review and took advantage of its conveniences arranged especially for their use.

In other pages of this issue will be found many interesting interviews enjoyed by the Editor with some of the

buyers who attended, Mr. R. C. Gilmore, the President, and Mr. A. Eugene Bolles, the General Manager, enjoyed to the utmost the opportunity presented them of meeting so many friends of this publication. It was urged upon all that the Review is intended to be, as never before in its

THE HOUSE FURNISHING REVIEW
THE DECOGNIZED ORGAN OF THE TRADE

history, the trade paper of the trade, and many buyers have promised to express their views in regard to topics of interest to the trade in its columns whenever it is convenient for them to do so.

#### Our Congratulations to Mr. Scott

The Review desires to offer its congratulations to Mr. I. B. Scott, the manager of the House Furnishing Goods Show. All credit for the success of the show is due entirely to Mr. Scott, who has worked early and late during the past five months both to provide a house furnishing goods exhibition that would be of value to the trade, and to secure the attendance of buyers from all over the country. While the show lacked the number of exhibitors found at previous exhibitions, this was due largely to the prevailing sentiment of business conservatism, and it was the opinion of many present that under more favorable conditions Mr. Scott would have produced an exhibition far superior to any other he has thus far promoted.

As we have before stated, THE HOUSE FURNISHING REVIEW and its present proprietors had no more interest in the show than any other exhibitor, as Mr. Scott had the sole financial interest in the show and was its sole manager. As the trade is aware, Mr. Scott disposed of his interest in THE HOUSE FURNISHING REVIEW to the present owners last October, and thereafter devoted his entire attention to promoting the House Furnishing Goods Show.

#### Albany Knitting Company:

The exhibit of the Abany Knitting Company, Albany, N. Y., consisted of knit broom covers, polishing mittens, sleeve protectors, iron holders, dust caps, cleaning cloths,

and floor polishers. The booth was in charge of Mr. C E. Perry.

#### The Gilchrist Company

The booth of the Gilchrist Company, Newark, N. J., contained an excellent line of bar and soda fountain sundries as well as a large variety of Summer goods in the house furnishing line. One feature of this exhibit was the testing of their needle ice-pick points by striking them on a sheet of cast iron, demonstrating that the points are not forged, and will not crumble and break upon striking a hard surface. The booth was in charge of Mr. R. F. Gilman

#### The New York Varnish Company

One of the new things exhibited at the House Furnishing Show was the new "Grain—Stain System" demonstrated by the New York Varnish Company, 585 Greenwich Street, New York, used for finishing new and old floors and all kinds of woodwork, furniture, etc. This stain was one of the attractive features at the Show, and the line included a large variety of colors and clear varnishes. The distinctive feature of this stain is a grainer by which the finished surface is given the appearance of a natural wood finish. The exhibit was in charge of Mr. W. F. Fout, general manager of the Company.

#### Wayne Manufacturing Company

The Wayne Manufacturing Company, St. Louis, Mo., exhibited a line of glass washboards. They are independent manufacturers, and their exhibit was a satisfactory one. They were represented by Mrs. Robinson.



#### Nichthauser & Levy

The exhibit shown by Nichthauser & Levy, of Brooklyn, N. Y., which firm has recently incorporated with a paidir. capital of \$80,000, under the laws of New York State, and the president of which is Mr. Nichthauser, and the treasurer, Mr. Levy, showed a large variety of japanned and stamped ware, together with galvanized ware. One of the new lines shown by Nichthauser & Levy was their heavy japanned ware, some examples of which were seen in the form of cake closets, bread boxes and similar kitchen utensils. The exhibit was a striking one, and was in charge of Mr. Nichthauser, assisted by his staff of local salesmen.



#### **Block Light Company**

The booth of the Block Light Company, of Brooklyn, N. Y., was a blaze of light from one end of the week to the other, and served to show a full line of incandescent lights, mantels and similar goods. The Ravert Inverted Light, the latest product of this firm, was shown in use in a variety of inverted burners, and was for the first time introduced to the trade at the Show. Another feature was the "Block New-Fibre" mantle, a new and strong one made only by this concern. The exhibit was in charge of Mr. J. Frankel, Manager of the Chicago branch, Mr. Walter Wellman, the New York representative, and Mr. Joseph Phillips, their traveling representative, who is well known to the trade in the Middle West.

#### The Rochester Rotary Washer Company

A rotary washing machine was exhibited by the Rochester Rotary Washer Co., of Rochester, N. Y., which was operated by a water motor, and can be connected to any water faucet where a 30-pounds pressure is maintained in the water pipes. For the convenience of those lacking running water, a washer is provided that can be operated by electricity or by hand. This rotary washer is different from most others in that it moves continuously in one direction, a feature that made the exhibit of considerable interest to all visitors at the Show. The exhibit was in charge of Mr. A. J. Taylor.

#### Westmoreland Specialty Company

Among the glassware exhibits at the Show was that of the Westmoreland Specialty Company of Grapeville, Pa., showing their line of antique novelties and specialties in glassware, finished in silver and gold filigre, in antique bronze and copper effects, intaglio, souvenir goods, and vases brought out in Rookwood effects. The exhibit showed many pleasing and distinctive designs, and was in charge of Mr. George R. West, and Mr. W. R. Demorest, of the New York office.

#### A. L. Tribble & Company

The exhibit of A. L. Tribble & Company, Boston, Mass., was one of the feature exhibits at the Show, and a complete line of clothes lines, mops, twines and sash cord was to be seen. The most striking feature of the exhibit was a machine which was operated from time to time making braided clothes-lines and its clatter attracted much attention. The Tribble line is the largest made by any manufacturer of this class of goods. The exhibit was in charge of Mr. A. L. Tribble and A. R. Tribble, assisted by Miss Evans, the New York representative.

#### The Willock Manufacturing Company

One of the most interesting household utilities was the Kaylor gas appliance exhibited by the Willock Manufacturing Company, 140 West 42nd Street, New York City, which is a three-burner gas stove fixture made to place inside a coal range, and gives all the advantages of a coal fire with the economy and convenience of gas, heats the hot water boiler, oven, and cooks with all the ease of a coal fire. The utility of this appliance was demonstrated by putting it to actual use during the exhibit in the cooking of food. The exhibit was in charge of Mr. F. J. Willock and W. F. Brown.



#### The Continental Art Glass & Brass Company

One of the attractive exhibits at the Show was a booth devoted to a complete line of art glass domes, portables, and shades for gas and electricity, which for the variety of colors and designs shown was too extensive to mention in detail. This was the exhibit of the Cantinental Art Glass & Brass Company, 22 Howard Street, New York. The feature of the goods shown was their artistic coloring, pleasing designs, and combination fixtures permitting the use of both gas and electricity. The booth was in charge of Mr. J. B. Bruen.



#### Ray Hubbell

Mr. Ray Hubbell of Northville, N. Y., placed on exhibition oilcloth bindings and corners, linoleum bindings, matting ends, stair nosings, corners and fasteners and matting ends. The exhibit was the same as that shown at the St. Louis Exposition and which received the endorsement of the Metallurgical Branch of the National Museum at Washington, D. C. The exhibit was in charge of Mr. Hubbell.

#### The Snow Flake Manufacturing Company

Among the demonstrations seen at the House Furnishing Goods Show was that of the Snow Flake Manufacturing Company, 225 Fifth Ave., New York, and at this booth a demonstrator made ice cream in the Snow Flake ice cream freezer, passing the cream to interested visitors. Mrs. Noltze was in charge of the demonstrations, nd the exhibit was in the care of Mr. Arthur A. Miller.

#### The Infant Sanitary Crib Company

The exhibit of the Infant Sanitary Crib Company, 37 West 14th Street, New York, was like a corner in the home nursery, the crib being demonstrated to fulfill such uses as a baby walker, chair and a crib all in one, while an extra appliance is provided by which the crib may be turned into an infant's bath tub. The exhibit was in charge of Mr. Louis Arkin.

#### The Geo. L. Marion Manufacturing Company

Among the many alcohol utilities exhibited at the show was the well-known denatured alcohol self-heating flatiron manufactured by the George L. Marion Manufacturing Company, 129 Front Street, New York. Demonstrators were present and showed the safety, convenience and economy of the flat irons intended for household use. One interesting feature was a leather tourist case containing a tourist self-heating sad-iron, and a flash of alcohol. It is noteworthy that this sad-iron is of American manufacture. Mr. George L. Marion gave his personal attention to the exhibit.

#### The Boston Plastic Art Company

One of the most attractive booths seen at the House Furnishing Goods Show was that of the Boston Plastic Art Company, of Boston, Mass., where a variety of beautiful statuary, busts, and bric-a-brac was exhibited showing careful attention to detail in their manufacture, and originality in design. The special feature of this exhibit was the presence of one of their sculptors, who modeled a life-like Indian figure during the week of the Show. A large variety of designs were exhibited, and were colored white, old ivory, bronze and in some instances the more brilliant tints. The show was in charge of Mr. Greenblatt, the manager, and Mr. Bernstein.

#### The Buffalo Pottery Company

The Buffalo Pottery, of Buffalo, N. Y., furnished an exhibit of quaint old plates, and jugs, and also a full line of Deldare ware in under-glaze, hand-painted decorations. The line of goods manufactured by this pottery is characterized by its brilliant finish and unique designs. The Deldare ware is particularly notable in view of the fact



that it is as good as any reproductions by English potteries, and is in many respects superior to the older designs. The exhibit was in charge of Mr. L. A. Bowen, A. L. Ledden, and Edward Bryan.

#### Keane, Martin & Linker

The exhibit of Keane, Martin & Linker, 100 Chambers Street, New York City, included an extensive variety of house furnishing specialties among which were whisk brooms, brushes, counter and floor dusters, scrub brushes, food choppers, decorated ware and hammocks. The feature of the exhibit was the new model of Herwood Lantern that has just been put on the market, and meets the demand for a lantern with a globe which swings entirely clear from the font, making lighting, trimming and filling an easy task. The exhibit was in charge of Mr. Martin and Mr. Linker.



#### S. H. Mildenberg

S. H. Mildenberg, 253 Broadway, New York, showed importations of French and German denatured alcohol apparatus for cooking and lighting, and among these was the "perfect" fireless cooker. The ordinary fireless cooker is in principle a mere heating box, and the food must first be cooked and prepared before being placed in the cooker. The Perfect Fireless Cooker, however, has a gas burner inside, and artificial or natural gas may be used, or an alcohol-gas heater specially designed for this cooker. Mr. Mildenberg and Mr. Woodruff were in charge during the Show.

#### I. X. L. Mop & Specialty Works

The fact that manufacturers of house furnishing goods are continually seeking to provide household articles well calculated to render house work easier was demonstrated at the booth of the I. X. L. Mop and Specialty Works, of New York City, where Mr. J. A. Jenkins demonstrated his new combination mop, mop wringer and scrub brush. This article is something new to the trade, and will be appreciated by every housewife who has found scrubbing and mopping her floors back-breaking work. The scrub brush is attached to the end of the mop handle, and the mop may be raised or lowered and wrung out at the convenience of the one who uses them.

#### The Union Gas & Electric Fixture Company

One of the most brilliant and attractive exhibits at the House Furnishing Show was that of the Union Gas & Electric Fixture Company of New York City, where a large variety of gas fixtures and a new assortment of electric and gas light frames were shown. The chief feature of the exhibit was "Feroleum," a new glass substitute composed of a chemical substance on a wire cloth body, and treated in such a way as to obtain a vitrified surface. both heat and water proof. This material is decorated by hand or by the printing process, with relief and plastic effect. It is light in weight, and can be bent, but not broken; it withstands heat and adapts itself to any form desired for decoration or moulding. "Feroleum" permits the imitation of high-class goods at prices that will meet the needs of the masses. The booth was in charge of Mr. Carl, the inventor.

#### Clayton & Company

Among the booths devoted to hardware specialties and small alcohol gas stoves was that of Clayton & Company, 421 Kent Avenue, Brooklyn, New York, where an extensive line of house furnishing articles were displayed, including brass and nickel-plated goods. Among its special features were a line of bath sprays, combination storknecks, for connecting gas stove or portable lamp tubing with a chandelier or wall bracket, a line of small alcohol stoves, burning alcohol direct and converting the alcohol into a vapor, together with aluminum shaving cups which, curiously enough, the trade has converted into a drinking cup in almost every instance, together with many other novelties. The exhibit was in charge of Mr. H. Clayton.

#### Cantslip Appliance Company

The exhibit of the Cantslip Appliance Company, 56 Pine Street, New York City, was devoted to a line of bath mats to place inside enameled bath-tubs to prevent falling, and a line of rubber and wood sink mats. A new feature of this exhibit was a sink rim guard of wood, to protect an enameled sink from being chipped by pots and pans druingthe process of dish washing, and also to prevent the breaking of dishes. Another interesting feature of this exhibit was white rubber dish table-mats, as well as drain board mats.

#### The Three B Duster Company

The exhibit of the Three B Duster Company, Buchanan, Mich., was devoted to a complete line of feather dusters. These dusters were said to be the only guaranteed moth-proof dusters on the market. The booth was in charge of Mr. C. B. Shackleford, the New York representative.

#### The Alcohol Utilities Company

The exhibit of the Alcohol Utilities Company, 156 West 23rd Street, New York, was devoted to a demonstration of Pyro alcohol, and demonstrators were present who baked biscuit and other good things on the alcohol stoves shown in the booth. The exhibit included alcohol lamps, one, two and three burner gas hot plates, ovens, chafing-dish outfits and small alcohol heaters, sad-irons, and an inverted alcohol lamp for factory, hall or street purposes. The exhibit was in charge of R. E. Robinson.



#### The New Haven Clock Company

At the booth of the New Haven Clock Company, 92 William Street, New York City, there was an exhibit of clocks and watches, including a large variety of ormulo gold-plated clocks, clocks in black enamel wood cases bearing a close resemblance to marble, mission clocks, and kitchen clocks. Another feature was a line of nickel-plated alarm clocks that looked capable of awakening anybody on time in the morning, who is by nature disposed to oversleep himself, the feature of this line including the Tattoo intermittent alarm clock, which rings twenty minutes at intervals of twenty seconds. The section devoted to watches was also of interest. This exhibit was in charge of Mr. D. Skutch.

#### F. C. Gottschalk

The possibilities of kerosene mantel lamps were demonstrated at the booth of F. C. Gottschalk, of 265 Broadway, New York, where such a lamp was shown, the feature of which is a solid wick, said to be the only lamp having such a wick in the United States. This lamp gives 75 candle power and one cent's worth of kerosene is said to last six hours. The lamps were shown in a variety of shapes and sizes made of brass, glass and nickel. The exhibit was in charge of Mr. Joseph Herzog.

#### Fess Brothers

Fess Brothers, of Rochester, New York, and J. Kirschenbaum, of New York City, displayed a line of willowware and fancy baskets of domestic manufacture at the



#### The Diamond Hardware Manufacturing Company

At the booth of the Diamond Hardware Manufacturing Company, of Pittsburg, Pa., was displayed an interesting line of window and door screen trimmings, finished in galvanized iron, japan, gun metal and other attractive colors, from which people are able to make their own screens and doors. The booth was in charge of Mr. J. H. Diamond.

#### The Fulper Pottery Company

The Fulper Pottery Company, of Flemington, N. J., showed a complete line of stone germ-proof filters, ice-water coolers, casseroles, and old Indian ware. One of the features of this exhibit, and seldom seen at an exhibit was a complete line of common ordinary, every-day flow-erpots. The exhibit was in charge of Mr. Samuel L. Parker.

show. The line included new styles in hampers and fancy baskets, and the display was in charge of Mr. Harry B. Gross.

#### · G. Cohn and Company

The exhibit of G. Cohn & Company, 337 Broadway, New York, was devoted to a demonstration of a large variety of alcohol lamps including hanging lamps, bracket lamps, lamps for the parlor table and corporation street lamps, as well as alcohol sad-irons, alcohol gas stoves and similar alcohol utilities. A line of kerosene incandescent mantellamps was also shown. The booth was in charge of Mr. G. Cohn.

#### H. & H. Manufacturing Company

The exhibit of the H. & H. Manufacturing Company, 562 West 23rd Street, New York, included a complete and attractive line of nickel-plated ware and also of bathroom accessories. Among the new features of this well-known (Continued on page 58.)



#### Patterson Pineapple Eye Clip

The Patterson Pineapple Eye Clip is an article that is gaining in favor every year with housewives, for it does away with the disagreeable part of preparing pineapples for the table or for canning—the matter of removing the eyes.



This simple article is meeting with a ready sale and should be on the counters of every house furnishing goods store. The Patterson Clip is put out on handsome double display cards—one dozen on a card. Thus the stock is always bright and clean. It is an article that appeals very strongly to the women customers for it is easily operated, saves time and trouble, does not waste the fruit and is easily and quickly cleaned.

It's the simplest and most practical eye clip on the market. Made entirely of steel, handsomely nickled. They go quick at the price—25c. retail. Liberal discounts to the trade. Address Harvey Manufacturing Co., Rochester, N. Y.

#### The Home Show

Space on the hall floor of the Grand Central Palace, corresponding to the space occupied by the recent House Furnishing Show, has been set aside by the management of the Home Show for the house furnishing exhibits at the coming exhibition May 2d to 9th, inclusive.

This section promises to be one of the features of the exhibition, as the Electrical House is located in this section. The Electrical House shows the use of electricity in the kitchen, dining room, bath room, bed room, etc., and will be of the same nature as that shown at the last Electrical Show at Madison Square Garden, which drew the attention of more people than any two other exhibits.

The indications are that most of the exhibitors at the recent exhibition will be represented at the Home Show, together with many other house furnishing exhibits, including kitchen utensils, bathroom fixtures, china, glass and table ware, lamps and decorative devices and novelties; and the thousand and one labor-saving household articles used by the up-to-date housekeeper.

An unusual opportunity is offered manufacturers of the

above-mentioned lines to demonstrate the merits of their products direct to thousands of consumers who will be in attendance in search of the latest novelties and inventions.

The history of past exhibitions is a history of successes; the Home Show will be the biggest success of all, as it appeals to every member of every family comprising the ten million residents of New York City and its suburbs.

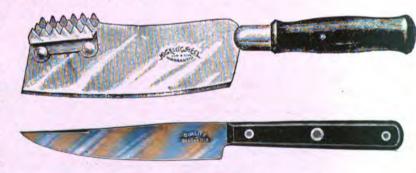
The Home Show will be extensively advertised in the daily papers, both city and suburban, within a radius of fifty miles, and the same territory will be covered by bill-board and poster display.

The best press agent in New York has been secured for a period of five weeks, and every indication points to a record-breaking attendance, for where past exhibitions have appealed to classes only the Home Show appeals to the masses. Every one is interested in the dearest place on earth—home.

If we may make free with the words of Abraham Lincoln—"Other shows interest some of the people all the time, all the people some of the time, but the Home Show interests all the people all the time."

#### The "White" Line

Ira F. White & Son Co., Newark, N. J., who are manufacturers of a large and attractive line of bread, butcher, carving and kitchen knives, putty knives, shoe knives, can openers, family meat cleavers, ice chisels, etc., etc., recently patented and added to their output a line of meat cleavers and tenderers combined, comprising six different sizes and styles, one of which (their No. 55) is illustrated herewith. They report a very flattering demand on this specialty from the general trade.



They also illustrate, in this connection, No. 190E, one of their special lines of "French" pattern kitchen or cook's knives, which are mounted with choice of ebony, stag or rosewood handles and packed either in plain boxes or assorted in counter display boxes. They will be pleased to submit particulars and prices of entire list on request.

#### The Phenix Swinging Half Screen

The Phenix Swinging Half Screen, illustrated on another page of this issue, is fly proof, and does not slide or stick, because it hangs and swings. This screen offers an opportunity to dealers to sell a custom-made screen from stock and secure a first-class screen trade. Full information regarding this screen may be obtained from The Phenix Manufacturing Company, 40 Center Street, Milwaukee, Wis.

#### Strawberry Hullers

We illustrate on this page the Walker patented strawberry huller, which will hull strawberries quickly and prevent the soiling of the fingers. These hullers are made of



spring brass, heavily nickel-plated, and will never wear out.
Full particulars may be obtained concerning this huller from F. A. Walker & Company, 83 Cornhill, Boston, Mass.

#### The New Grain-Stain System

One of the new varnishes which contains many features of advantages over similar stains for varnishing old floors, wood work, etc., is the "Grain-Stain Varnish" put up by the New York Varnish Company, 385 Greenwich Street, New York.

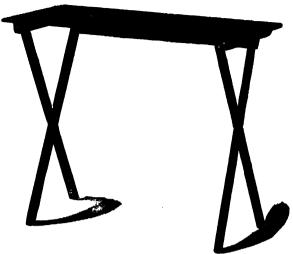
Floors which are in too poor condition to be improved with varnish alone can be made to resemble a genuine hardwood floor with this new patented Graining System. This process does not require the services of a professional wood finisher. The graining tool takes the place of skill and can be successfully used by the inexperienced man or woman, thus making it possible for any one at very slight expense to enjoy the luxury of a new hardwood floor. This Graining Compound, when protected by one or two coats of Grain-Stain, produces a surface that will out-wear any ordinary varnished floor many times over.

#### Denatured Alcohol in Sealed Cans

We are advised by Mr. F. M. Harrison, General Manager of the U. S. Industrial Alcohol Company, 100 William Street, New York, a corporation having large distilleries for producing denatured alcohol in various States, that arrangements are being perfected for a system of distribution under which this material will be supplied to local dealers in every section of the country in such packages as will be convenient for handling by the ordinary house furnishing store.

Distributing agents have been appointed in nearly every State, and the industrial alcohol may be obtained locally without delay or trouble.

We are also informed by Mr. Harrison that the price at which local dealers handling stoves, lamps, flat irons, etc., will be able to sell denatured alcohol in sealed cans, will be low enough to induce their customers to substitute denatured alcohol for other kinds of fuel.



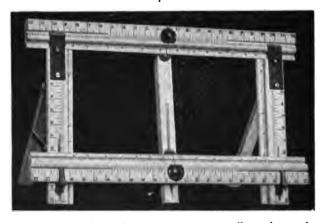
The Eclipse Folding Table

One of the nentest folding tables on the market is the Eclipse illustrated in this column. This table is 25 inches in height, while the top measurement is 15 x 30 inches. It is made of selected material and nicely finished. It is strong and durable, and at the same time light and easy to move, fold up and put away. It is convenient for all purposes where a small table is needed, and when folded it requires very little room, and it folds up perfectly flat. This table, together with many other wooden novelties, is made by the Eclipse Manufacturing Company, North Girard, Pa.

#### Home-Kissed Curtain Stretcher

The Home-Kissed Curtain Stretcher is equipped with an interlocking center hinge which brings the long bars to a level position at once and holds them there rigidly.

The Home-Kissed spring sliding pins do not slide down to the bottom of the side bars of their own weight, where they are hard to get at without bending them out of shape.



but they stay where they are put, move easily and are always in place for instant use without resetting. The price of the Heme-Kissed is no higher than the price of inferior goods that cost much less to make.

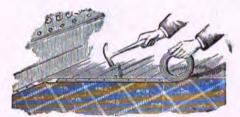
Home-Kissed Curtain Stretchers are made of the best quality of bass-wood, the supply of which is rapidly decreasing. In fact, all bass-wood such as the company use is controlled almost entirely by a few persons, and prices are likely to be advanced shortly.

Another Holmquist feature is a ladder of high quality, in the construction of which is used the best selected grades of Norway pine, which is superior to all other kinds of wood for the manufacture of ladders, by virtue of its great strength, toughness and lightness, Georgia pine being brittle, coarse-grained and heavy. These rung ladders are firmly held together by screws screwed from the side into the ends of the rungs and, although greatly increasing the cost of manufacture, are much stronger than nailed ladders.

Full details regarding the Holmquist line of goods may be obtained by writing Holmquist & Co., N. Morgan and Kinzie Streets, Chicago, Ill.

#### Metallic Bindings for Oilcloth

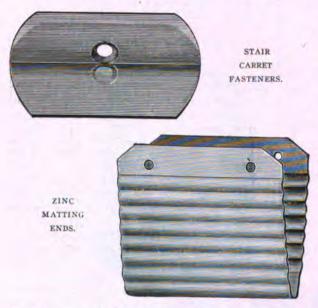
Since the advent of the first Oilcloth Metallic Corners and Bindings, there has been a sure and steady advance in public favor, until at the present time they have become



Method of Laying our Coiled Binding.
NAIL AS YOU UNROLL.

standard household articles both in the United States and Canada.

We illustrate on this page a variety of metallic bindings and corners for oilcloth, stair fasteners, zinc matting ends,



brass linoleum binding, stair nosing and stair corners made by Ray Hubbell, Northville, N. Y. These goods are of special advantage in the home, in public places, such as hotels, apartment houses, etc.

The line is an extensive one and full information may be obtained by writing the manufacturer as above.



The Hawkeye Refrigerator Basket

The Hawkeye Refrigerator Basket, manufactured by the Burlington Basket Company, Burlington, Iowa, is a strong light weight, good rattan basket, fitted up on the inside exactly like a refrigerator. Between the rattan body of the basket and the inside metal lining, there is a layer of asbestos packing and a layer of felt.

In one end of the basket there is a small compartment for holding the ice, which is easily removed, so that the little refrigerator may be kept clean and sweet without trouble. The lids and bottom are treated in the same way and a strip of heavy felt is piped all around the edge of the lids so that when they are closed down and the straps fastened across the basket is practically air-tight—hermetically sealed.

These linings are much more effective in keeping in the cold air than the charcoal packing used in regular household refrigerators, and the piece of ice that is required to fill the little compartment will keep the basket cooled down to 58 degrees for twenty-four hours.

There is practically no wear to a Hawkeye Refrigerator Basket. The metal lining is absolutely rust-proof. The top and bottom is made of hard wood, the lids are highly polished with oil, and the bottom is given a thick coat of the best paint to make it more durable and proof against dampness. The handles are made of the toughest wood obtainable and are securely riveted to the sides so that they may be trusted with all the weight that can be put into the basket.

Further particulars regarding prices and terms to dealers and similar information may be obtained by writing to the Burlington Basket Company, as above.

#### The Standard Sewing Machine

The Standard Sewing Machine Company, of Cleveland. Ohio, has added W. H. Scroggie Co., Ltd., of Montreal, and D. B. Loveman & Company, of Chattanooga, Tenn., to their chain of large department stores which have accepted the sole agency for the Standard machines in their city.

The Standard Sewing Machine Company has the benefit of 23 years' experience in building Rotary Shuttle machines, and it is reasonable to suppose that their experience has amply fitted them to produce a strictly high-grade Rotary Shuttle machine.

The Standard Company is making rapid strides in establishing their high-grade machine in the better known department stores of this country, and the extensive advertising campaign being conducted by this company is of material assistance in creating a demand for it.

#### **Uphoistery Hardware**

Among the new comers in the advertising pages of THE REVIEW this month is the Newell Manufacturing Company, Ogdensburg, N. Y.

This company manufactures extension curtain rods of all kinds, cottage ends, pole ends and upholstery hardware, and its goods are well known in all the large cities from Maine to California.

In order to take care of the increased Canadian trade, this company has established a new factory at Prescott, Ont., which will be under the management of Albert P. Newell, and will supply the needs of Canadian dealers from Quebec to Vancouver. The American factory at Ogdensburg is located on the St. Lawrence River and has unusual facilities for boat distribution at low rates all through the West with through boat lines to Cleveland, Milwaukee and Chicago three times a week.

Full information regarding the goods manufactured by this concern may be obtained by writing the Newell Manufacturing Company, as above.

#### "Anchor" Sink and Toilet Brushes

We illustrate in this column one of the "Anchor" Sink and Toilet Brushes manufactured by Philip Fogarty & Company, 227 Miller Avenue, Brooklyn, N. Y. This line

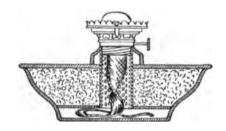


of "Anchor" Brushes has met with continued success in the trade, and is gradually pushing its way into the front rank by reason of their superior quality. The "Anchor" Brush can be boiled when dirty without injury, making this brush perfectly sanitary.

Information may be obtained regarding the excellent line of goods manufactured by this concern by writing to Philip Fogarty & Company, at the above address.

#### The Stillman Safety Lamps

We illustrate in this column the sectional construction of the interior of the Stillman Safety Lamp or Font, which is provided with a raised perforated metal false bottom and a vertical wick chamber. The intermediate space being packed with wool leaves an open space at the



bottom for free oil. The wool absorbs the oil, holds it in suspension, and when the wick is lighted there are always slight drippings of oil into the lower open space whereby the wick continues to feed the oil to the flame.

This principle is used in the construction of the Stillman Safety Lamps, Lanterns and Oil Heaters. Full particulars regarding the non-explosive oil burners can be obtained by writing the Stillman Safety Lamp Company, 43 Cortlandt Street, New York.

#### "Aurora" Denatured Alcohol

In a letter to the trade, The George L. Marion Mfg. Company, 129 Front Street, New York, announce that they are ready to supply their "Aurora" brand of denatured alcohol of ninety-four per cent. commercial strength, packed in cases in sealed cans, varying in capacity from one quart to four and one-half gallons in each can. This is the most convenient way in which denatured alcohol is distributed to the trade and it enables department stores and other dealers of house furnishings to sell the alcohol to their customers direct, thus securing a profit both on alcohol and alcohol utilities. Furthermore, no dealer need hesitate to lay in a stock of alcohol utilities on the ground that his customers cannot obtain alcohol in town, as he is in position to supply the alcohol himself regardless whether anybody else carries it or not in his locality.

In their letter to the trade, the George L. Marion Manufacturing Company state that druggists and grocers, who deal in liquors, but who do not sell it to be drunk on premises, are allowed to sell denatured alcohol at re Other dealers must secure a permit, and in the event any house furnishing dealer desires to secure a perm sell denatured alcohol, the necessary blank form of appeared by writing to the George L. Marion Company permit costs nothing, and is for an indefinite tim-

#### The Fulper Pottery

One or the oldest of American potters is the Fulper Pottery Company, of Flemington, N. J., which was established in 1805. The goods manufactured by this pottery includes ware of every description, and we illustrate on this page a few of the more seasonable ware that may serve to interest the trade.



The Improved Natural Stone Germ-Proof Water Filter, shown in this column, has a filtering capacity of from three to eighteen gallons a day, and is guaranteed absolutely germ-proof. All parts are interchangeable, and full stock of parts are kept on hand at all times. This is one of the most complete water filters on the market, and is the lowest in price.



We also show their No. 3 Improved Sanitary Water Cooler marked with blue bands, furnished with plain faucet and marked "Ice Water." This cooler is highly finished, perfectly glazed, sanitary throughout, moderate in price, and when used in connection with a separate ice chamber is an ideal apparatus for storing and cooling water.

Another water-cooling apparatus is the Improved Sanitary Spring Water Cooler. As will be seen, this apparatus is for the purpose of storing, chilling and serving water furnished in five-gallon glass bottles, and the stand for supporting this cooler is made of steel, finished in aluminum and strongly braced. The cooler is simple in construction and has a large capacity for the making of ice. The Spring Water Reservoir holding 1½ gallons is entirely covered with ice, and the ice compartment is separate from the water compartment. The entire apparatus is in every sense sanitary, and being made from stone ware is not affected by age, dampness or handling.

Among other goods manufactured by Fulper Pottery Company are casseroles, game dishes, soup tureens, chicken pans with covers, Indian ware, and a large variety of other goods, and full information as to prices and terms may be obtained by writing the Fulper Pottery Company, as above.

#### The "Ideal" Ice Cream Freezer

The "Ideal" Ice Cream Freezer, of which several cuts appear herewith and which is made by the Commercial Can & Mfg. Co., Lincoln & Kinzie Street, Chicago, Ill., marks a revolution in the making of ice cream for domestic use. Its introduction upon the market recently cause I quite a sensation among the buyers of ice cream freezers.

Its simplicity of construction is a point in its favor. It is a well known fact that it requires the services of a man to make ice cream in the old-style freezer on account of the hard work entailed in turning the crank. The reason for this is the friction between the ice and the cream can. This is entirely eliminated in the "Ideal," as both the ice and cream compartments are turned on an axle as is shown in the illustration, and which turns so easily that a ten-year old child can turn it.



The "Ideal" is also economical, as it uses less than half the ice and salt required by any other freezer and requires no refilling. The reason for this is that in the "Ideal" the ice and salt are placed in an air-tight compartment and are not subjected to the direct action of the almosphere. This air-tight compartment has also many other advantages, chiefly among which is cleanliness. Another novel feature is that it is impossible to slop up the floor while using the "Ideal" ice cream freezer, as the ice and salt are placed in a separate and distinct compartment, sealed up tight. There is no complicated machinery to get out of order or no cast iron gears to break and it is very easily cleaned.

#### THE HOUSE FURNISHING GOODS SHOW

(Continued from page 52.)



line was a copper tea and coffee pot, and their bath sets. As a souvenir, the company gave away a German silver book-mark and letter opener. The booth was in charge of Mr. H. Moyer and Henry Heilburn.

#### The Stillman Safety Lamp Company

Buyers who attended the exhibit at Madison Square Garden last year will remember the exhibit of the Stillman Safety Lamp Company, 43 Cortlandt Street, New York, who exhibited this year not only their safety lanterns and lamps, but also an oil heater built upon the well known principle of the safety lamp. Mrs. Aiken demonstrated the absolute safety of this lamp by rolling a lighted kerosene lamp about without regard to consequences, turning it upside down, and in every case the lamp went out before any damage was done. The booth was in charge of Miss Hendrickson, the New York manager.

#### The Manson-Campbell Company

The Booth of the Manson-Campbell Company, Detroit, Michigan, was devoted to a demonstration of the Chatham Fireless Cooker, which consisted of a scientifically constructed air-tight cooking cabinet. This cabinet has three compartments, and after the food to be cooked has been brought to the boiling point over a convenient stove. it is then placed in the fireless cooker. After a few hours' time, it was shown that the food has been perfectly cooked without any other heat than that retained in the fireless cooker. One feature of this cooker is the fact that ice-cold fruits and ice cream may be placed in one compartment and a dinner be cooked in the other compartments at the same time without difficulty. The booth was in charge of J. B. Downie.

#### **Dover Manufacturing Company**

The exhibit of the Dover Manufacturing Company, Canal Dover, Ohio, was housed in a handsome booth in white enamel and gold, the lettering being red and silver on a royal blue background. The exhibit was complete in every particular and comprised all the various lines of sad-irons manufactured by this concern. One of the





features of the show was the new set of sad-irons now being placed on the market by the Dover Manufacturing Company, No. 196, which consists of six of the best sadirons made by them for household use put up in a wooden cabinet. Miss Helene Delp, the well-known instructor of salesmen, assisted Mr. R. F. Lund, who was in charge of the exhibit, in demonstrating the merits of the Dover line. During Wednesday and Thursday Mr. Johnston, the President of the company, was in attendance. Their Canadian representative, Mr. H. S. Howe, as well as Mr. Shawde, their Southern representative, were also present.

#### Leffler & Thiele

The only exhibitors of enamelware at the House Furnishing Goods Show was Leffler & Thiele, Spring and

Crosby Streets. New York City, who showed a complete line of their seamless, non-leak, Pyrolite enamelware, finished in turquoise blue and white and various other colors. Another feature of the exhibit was a new line of popular priced white ware, complete in every detail. Among the enamelware novelties shown were the new Nectar coffeemaker in two different qualities, the Geisha tea pot, and serial canister sets of white enamel. A line of Royal decorated Dutchware in white was also shown, the design including Holland decorations. Leffier & Thiele distributed souvenirs consisting of a tea strainer for the ladies and an ash-tray for the gentlemen. The booth was in charge of Mr. Leffler, Mr. Thiele, Mr. Sluizer and Mr. Reese. The features of this exhibit was a stock pot of 150 quart capacity made out of one piece of steel, and enameled, the largest seamless cooking utensil in existence.

## We illustrate opposite a mouse trap t



We illustrate opposite a mouse trap that is manufactured by the Evan L. Reed Mfg. Company, Sterling, Ill., which is called the "Fingersafe Self-Setter Mouse Trap."

Most mouse traps operate by a spring, are difficult to set, and frequently the spring snaps back and injures the fingers, while the trap is being set.

As will be seen by the illustration herewith, the rtap may be set by the foot, and it is equally easy to set the trap by the thumb pressure. The spring cannot strike the fingers, and after the mouse is caught, it may be released without touching it. All this is accomplished by the fact that the trap is set by means of a lever operated by pressing down on a wire projection.

The trap is made out of galvanized steel and cannot rust or warp, and it will outlast a half dozen of the cheap traps.

#### What Do You Sell to Your Customers

## For SCREENS and GAS RANGES?

Do you know that 6-5-4 is the only preparation that is suitable for use on Gas or Gasoline Cooking Ranges?

Do you know that 6-5-4 destroys rust and makes old screens like new, drying so quickly that dust cannot stick to it?

Do you know that dwellers by the sea or lake buy 6-5-4 as the only preparation that is unaffected by salt water, salt air or dampness?



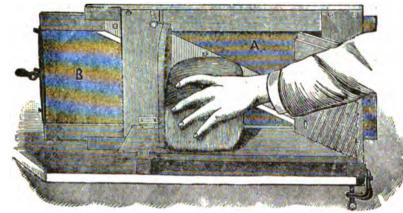
6-5-4 Sweeps Away all Gas Range Troubles

Because it shines itself and saves work.
One application wears for months.
It is grease proof, water proof, rust proof.
And will not chip, crack nor rub off.
It is without an equal for Stove pipes.

Write to-day for our Revised Scale of Prices.

CROSBY & CO.,

Detroit, Mich.



For Cutting Bread, Meats, Fruit, Vegetables, Etc., to Any Desired Thickness.

## Acme Slicer

BEST BY TEST

In General Use for More
Than 25 Years

This machine is so simple that a child can operate it. The great perfection of its work and facility of operation has brought it into general use.

Write for Prices

OELKER'S MFG. CO. 24 MECHANIC ST., - NEWARK, N. J.







## OVENS | FOR GAS, OIL, ALCOHOL AND GASOLINE STOVES

MADE BY

## THE S. M. HOWES COMPANY

Showroom, 40-46 Union St., BOSTON

Factory, 513-526 Medford St., CHARLESTOWN

Get our Prices---We will send samples on approval



## THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Office and Warehouse

Chicago

# "VOLLRATH" ENAMELED WARE

IN

## STEEL - and - CAST IRON

White and White

Special Blue

Majestic

Ajax

Cuspidors

**Spittoons** 



Imperial Hollowware
X and XX
New Idea Maslin Kettles
Stove Reservoirs
Sinks
Cuspidors
Spittoons

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.

## WHO MAKES THE



# GLASSWARE and is it the best?

ASK THE DEALER.

## A. H. Heisey & Co., Inc.

NEWARK, OHIO.

New York Sample Room

No. 25 West Broadway

A. A. Bean, Agt.

Baltimore Sample Room
122 West Baltimore St.

H. S. Bokee, Agt.

Philadelphia Sample Room 1035 Market St., T, Downs, Jr.. Agt.



THE CROOKSVILLE CHINA COMPANY, of Crooksville, Ohio, has recently made a change in its capital stock, so that \$50,000 shall be at 6 per cent. preferred and the balance common stock.

Mr. Fred. Gregory, who for more than thirty years has been manager of the Elmira Crockery Store, at Elmira, New York, recently purchased the business, and has been the recipient of many congratulations upon his assuming charge of same as owner.

Announcement has recently been made of the marriage of Mrs. Helen H. Owens of New York to Mr. James W. OConner. Mrs. O'Conner is well known to the trade and for a number of years was connected with the Crockery and Glass Journal.

THE LYONS STONEWARE AND POTTERY COMPANY has been organized at Lyons, New York, with a capital of \$2,500. Catherine M. Mapes, C. F. Williams and W. H. Mapes are mentioned as directors.

J. HOARE & COMPANY, of Corning, N. Y., have been incorporated to manufacture glass and glassware. The capital is \$100,000, and the incorporators are J. Hoare, G. L. Abbott and H. W. Baldwin, all of Corning.

KAWIN & Co., INC., of Chicago, Ill., have been organized with a capital of \$50,000, to manufacture and deal in chinaware and general premium goods. Nathan Kawin. P. Kawin and W. X. Kusswurm are mentioned as incorporators.

THE GREAT EASTERN TRADING COMPANY, recently organized in Brooklyn, N. Y., with a capital of \$10,000 to deal in groceries, will handle crockery as part of their stock.

THE LILLIENTHAL CROCKERY COMPANY, Atlanta, Ga., has moved into larger quarters, and will spend several thousand dollars in remodeling the building and in installing new fixtures. Among the features of the store will be a crystal room and an electrical room, and their new quarters will give them double their previous space to accommodate an enlarged stock. This firm has been in business in Atlanta for ten years. L. B. Lillinthal is president, and Guss Hoffman, Secretary.

THE UTILITY FIXTURE COMPANY, of New York, has been

Incorporated with a capital of \$20,000 to manufacture electric lamps and lighting devices, lamp fixtures, etc.

THE JOHN C. HUMES CROCKERY COMPANY, of Kansas City, Mo., has increased its capital stock from \$350,000 to \$500,000, and one-half of the increase is paid in.

THE PLANT of the Pittsburg Lamp, Brass and Glass Works at Swissvale, Pa., has resumed work after a protracted suspension.

THE STANDARD MANUFACTURING COMPANY, Augusta, Me., has been incorporated with a capital of \$10,000 to manufacture pottery. L. A. Ingalls has been elected president; E. J. Pike, treasurer, and clerk C. L. Andrews, all of Augusta.

W. F. Calloway, of Calloway, Hoock & Francis, located at Salt Lake City, Utah, recently resigned from the presidency of the company. He is succeeded by Mr. John Dern. The concern is one of the largest china and glassware establishments in the West. Ill health is the cause of the retirement of Mr. Calloway. For more than forty years Mr. Calloway has been in the china and glassware business. He began first in 1866 in Denver, since which time the stores with which Mr. Calloway has been connected have moved twelve times, six times in Denver, three times in Leadville, and three times in Salt Lake City. All of these changes have been marked with expansion of the enterprise.

THE COMMERCIAL CLUB of Ravia, Okla., announce that there is a very rich vein of fire clay, brick clay, sewer-pipe clay and granite rock, suitable for cement blocks near the town, and there is an excellent opportunity for some reliable company to take hold of a pottery plant in that locality. There is a great demand for the articles mentioned in Oklahoma and Northern Texas.

THE MAJESTIC CUT GLASS COMPANY, of Elmira, New York, have started the old Almy & Thomas Cut Glass factory in order to fill the increase in orders. The Majestic Cut Glass Company are contemplating extensive repairs on their Elmira factory, which recently suffered from fire, and the factory will shortly be in full operation.

THE OWEN CHINA COMPANY, of Minerva, Ohio., has been incorporated with a capital of \$125,000.



## "Standard" Ice Cream Freezers

Have Been Sold For Over Forty Years. Constant Improvement Has Made Them Perfect. The Freezer Your Customers Want. Have You Got Them on Your List?

CHARLES W, PACKER

409 COMMERCE STREET.

PHILADELPHIA.





## GREAT

Better for most Cleaning and Polishing than whole Chamois skins.

Now being sold most everywhere.

If you have A BOAT or HOUSE or HOTEL or know of a SETTLEMENT that would like Gas for Lighting and Cooking by a new, compact, simple, economical system, that requires little attention and no cleaning, Send to 20th Century Mfg. Co., 19 Warren Street, New York, for particulars of the 20th Century A B C Automatic Acetylene Generators.



The Famous
Stillman Safety Lamps
Absolutely Safe
A Steady Seller
Try Them, Mr. Dealer
Prices Right
Discounts Good
Send for Circular

STILLMAN SAFETY LAMP COMPANY

43 CORTLANDT ST., New York



## DENATURED ALCOHOL

Guaranteed by

#### U.S.Industrial Alcohol Co.

Te Conform to United States Government Specifications

\* Specially prepared for \* Lighting. Heating and Cooking in apparatus where high proof alcohol gives best results. Upon request we will send list of Supply Depots in all principal Cities

U.S. Industrial Alcohol Co. 100 William St. New York



## The Cleaner Rug and Carpet Beater

PATENTED MARCH 1908

Most Perfect and Effective Wire Dust Beater Made.

Made from the Very Best
Spring Steel Wire
That can be formed in the shape required.

Six wires in the head where they are needed.

Four wires only in the shank where more are worse than useless.

The shanks are elastic, will bend thousands of times without breaking.

Twisted in and always out of handle greatly strengthens the wires directly at the handle, the weak point in all beaters, can be guaranteed never to break at this point.

ONE WIRE GOES through the handle, is bent back and driven into the handle, and handle can never come off.

A BLOW IS DIVIDED OVER A LARGE SPACE

1908 Catalogue sent on application.

HOLT LYON CO., Tarrytown, N. Y.

## The Silent Door



There's a lot of Summer comfort in the screen door, and the

#### "DIME" SCREEN DOOR CHECK

Fig. 1

allows the door to shut noiselessly. It is simple, effective, inexpensive.

The closing door (fig. 1) throws the rubber bumper to position (fig. 2). The door rebounds slightly. Then it closes without jar (fig. 3).



Fig. 2.



Fig. 3.

Sold by dealers in hardware and house furnishing goods everywhere, 10 cents. Sent by mail, 12 cents.

CALDWELL MFG. CO.

No. 3 Jones Street,

ROCHESTER, N. Y.



A new type of business building is under way in •St. Louis, Mo., to be called the "Buyers' Club Building." This building will occupy the entire block bound by 17th, 18th, Chestnut and Pine Streets, a location within one block of the St. Louis Union Station and a suitable one for all visitors to the city. The ground area is 234 by 324 feet, and will be eighteen stories high, with a tower extending ten stories above the building. This building will be given up entirely to the display of merchandise, the third floor being devoted to house and hotel furnishings, while the top floor is to be furnished for club purposes, exclusively for visiting buyers. The car fare of 10,000 buyers will be paid to St. Louis, twice annually, and special trains will run from distant points where dealers from a considerable radius can be covered. This enterprise should be of particular interest to buyers of house furnishing goods located in the Southwest Territory.

THE N. J. SPECIALTY COMPANY, of Beverly, N. J., has been incorporated to manufacture cooking utensils, hardware specialties, etc. The capital is \$30,000.

RECEIVERS of the Lisk Manufacturing Company, Canandaigua, N. Y., have recently issued a statement to stockholders proposing a plan of organization. The Reed Company of Newark, N. Y., the stock of which is owned by the Lisk Company, has paid its creditors holding obligations of less than \$1,000, and has obtained an extension of time on all over \$1,000 until June and September when the earnings of the Reed Company will, it is said, be sufficient to pay off its indebtedness and leave a capital stock of \$500,000, an asset of the Lisk Company. According to the plan of the receivers, \$250,000 of the indebtedness of the Lisk Company will be transferred from creditors to the stockholders, and this sum, together with the capital of the Reed Company, will liquidate present liabilities. The receivers state that if this is done, the earnings of the company will be sufficient to take care of all remaining indebtedness.

THE HOOSIER COMPANY, Chicago, Ill., has been incorporated with a capital of \$10,000 to manufacture and deal in stove polish.

THE YAZOO MILLS, New York, has been incorporated with a capital of \$10,000 to manufacture cordage and binder twine.

THE OVERBROOK COMPANY, INC., Camden, N. J., has been incorporated, with a capital of \$50,000, to manufacture show dressings, brass polishes, soap, glue, dyeing extracts, etc.

THE HOOD MANUFACTURING COMPANY, Boston, has been incorporated, with a capital of \$25,000, to manufacture toys. President is Charles H. Hood, of Cambridge; treasurer, Robert G. Harris, Boston, and the clerk, Everett W. Crawford, of Newton, Mass.

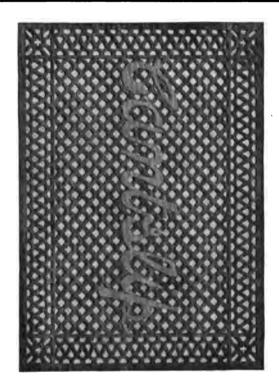
THE J. M. JONES LADDER MANUFACTURING COMPANY Utica, N. Y., has been incorporated with a capital of \$4,000

to manufacture ladders, fire escapes, and similar woodenware

THE OHIO MATCH SALES COMPANY, New York, has been incorporated, with a capital of \$10,000, to deal in all kinds of merchandise, products and articles of household use and consumption.

HOUSE FURNISHING STORES have frequent calls for special rubber mats to fit entrances, elevators, etc., with name inserted, which in many instances they are obliged to decline, not being able to fill the orders quickly. The Cantblip Co., 56 Pine Street, New York, makes a specialty of rubber mats of all kinds, and guarantee quick and accurate delivery.

THE MALSIN SALES COMPANY, New York City, has been incorporated, with a capital of \$30,000, to manufacture clothes-hanging machines.



#### **SPECIAL RUBBER MATS**

FOR ENTRANCES, ELEVATORS, ETC., with name inserted.

Low-priced rubber mats have a field, and we furnish them; but whereever the travel is heavy it pays to use fine, elastic rubber—rubber that gives when the foot strikes it. and then rebounds, as good as new. Cheap, brittle rubber stands up stiffly and breaks off when the foot strikes it.

WRITE FOR PRICES AND SAMPLE

THE CANTSLIP CO.

**NEW YORK** 



The large department store of Wm. H. Frear & Company, Troy, N. Y., recently suffered a loss of \$1,000 by fire. The fire was on the fourth floor in the shipping room, where a large press is used to bale waste paper. The fire started in the press and the heat set off two sprinklers directly above it and deluged it with water. The precautions against fire in this store are so complete that the fire was checked before it did any great amount of damage.

WILLIAM BOYER and W. W. Boyer of Dundee, Mich., will shortly open a department store in Lindsey, Ohio.

THE NEW BOSTON STORE, INC., in Pittsburg, Pa., has been organized with a capital of \$125,000 to conduct a general department store. The incorporators are E. L. Kern, J. K. Neagley and N. F. Hickling, all of Pitts-

THE LEADER DEPARTMENT STORE at Bedford, Ind., has been thrown open to the public, under the management of one of the largest operators in southern Indiana, who are conducting large department stores in Terre Haute, Seymour, Mt. Vernon, Brownstown and the new store in Bedford.

THE PEOPLE'S DRY GOODS STORE, New York, has been incorporated with a capital

of \$3,000 to conduct a small department store.

Mr. J. Lee Richards, formerly manager of the house furnishing departments of J. Baker & Son, and the Stewart Dry Goods Co. of Louisville, Ky., expects to start on a business trip early in April in company with his wife, and they will visit the large cities of the Middle West, and the Pacific Coast. Mr. Richards writes that during a recent visit to Philadelphia, the general manager of two of the largest department stores in that city stated that business was ahead of last year, while a third stated that his business was just about up to his record in 1907. Similar conditions are reported in Washington and in Atlanta, and the indications are that there will be a good spring business in the South.

THE HARLEM SPECIALTY COMPANY, New York, has been incorporated to deal in household goods, with a capital of \$6,000.

THE BARTLETT-CARVER COMPANY, of Spokane, Wash., has been incorporated with a capital of \$40,000 to engage in the department store business. F. R. Carver, James G. Bartlett, L. I. Carver and Elmer H. Bartlett are the incorporators.

THE NEW STINSON BROTHERS DEPARTMENT STORE, at Evansville, Ind., have contracted for a new building, work on which has already begun.

VROOMAN-KEPLER COMPANY, Alexander Bay, New York, have incorporated, with a capital of \$12,000. The incorporators are Charles B. Forsythe, Simon J. Vrooman, and Clarence J. Kepler, of Alexander Bay, New York, and others

THE BUCHANAN-HENDERSON-SCOTT COMPANY will open a department store at Greenville, S. C.



MR. AND MRS. J. LEE RICHARDS.

THE LONG BROTHERS DE-PARTMENT STORE, Newark, Ohio, will shortly go out of business. Mr. G. H. Long, the head of the firm, has sold out his interest in the company's three stores at Cambridge, Uniontown, Pa., and Newark, Ohio, and expects to go to the Southwest and engage in the land business.

THE large department store of James McGrath, Woburn, Mass., recently suffered a loss to stock and building of \$100,000 by fire. The entire stock was destroyed and the damage to Mr. McGrath was estimated by him at \$75,000.

THE FISCH HOUSE FUR-

NISHING COMPANY, Newark, N. J., has been incorporated with a capital of \$25,000 to engage in the house furnishing business.

THE PEOPLE'S DRY GOODS STORE, New York, has been incorporated with a capital of \$3,000 to conduct a small department store.

BURDEN & COMPANY, Brooklyn, N. Y., have been incorporated, with a capital of \$100,000, to conduct a department store. The directors are Peter Burden, E. M. Burden and W. B. Burden.

THOMAS B. WANAMAKER, son of John Wanamaker, Philadelphia, Pa., died recently in Paris. On February 1st, announcement was made that Thomas B. Wanamaker had retired from the firm of John Wanamaker, and it was known that Mr. Wanamaker had been traveling abroad for some time for the sake of his health. Mr. Wanamaker was forty-seven years old at the time of his death, and since his purchase of the Philadelphia North American he had devoted his energies mainly to upbuilding that newspaper property. The business of the John Wanamaker Store will be conducted under the same name, by John Wanamaker and Rodman Wanamaker.

## SANITARY COOKING WARE







MARMITE

Also Manufacturers of IMPROVED NATURAL STONE GERM-PROOF WATER FILTERS

Pottery Est. 1805.

FULPER POTTERY CO., Flemington, N. J.

#### INDEX TO ADVERTISERS

Ely Manufacturing Co., T. J.....11

Adams & Co., J. JBack Cover
Albany Foundry Co73
Alcohol Utilities Co Front Cover
Aluminum Cooking Utensils Co 6
Am. Mfg. & NoveltyCo. In. FrontCover
American Ring Company25
Andrews Wire & Iron Works25
Arcade Manufacturing Co27
Avery Stamping Co Back Cover
Baldwin Refrigerator Co18
Basket Importing Co17
Bigelow, J. F75
Bissell Carpet Sweeper Co24
Boss Washing Machine Co69
Boston Plastic Art Co 69
Browne Manufacturing Co., W. G. 74
Buffalo Manufacturing Co11
Burlington Basket Co25
Caldwell Manufacturing Co65
Cantslip Appliance Co65
*Capito Mouse Trap Co.
*Carter, J. J.
Central Stamping Co15
Challenge Refrigerator Co74
Chapman, C. A10
Chasse Manufacturing Co75
Chicago Asbestos Table Mat Co13
Clayton & Co74
Cohn, & Co., G 9
Cohn, & Co., G
Commercial Can & Mfg. Co68
Continental Co70
Wm. M. Crane28
Crosby & Co
*Dover Mfg. Co.
Eagle Cooperage Works27
*Eclipse Manufacturing Co.
*Electric Cleanser Co.

Erie Specialty Co. Inside Front Cover
Estes & Sons, J. H71
Fogerty & Co., Philip
Forsyth Manufacturing Co24
Fulper Pottery Co67
Gilchrist CoInside Front Cover
H. & H. Manufacturing Co20
Harvey Manufacturing Co12
A. H. Heisey & Co 62
Holmquist & Co75
Holt-Lyon Co65
Home Exhibits Co17
Home Metallic. Refrig. Co 15
S. M. Howes Co
<b>r.</b> W. Houchin & Co76
Ray Hubbell·····26
H. W. Johns-Manville Co12
Kahn & Mossbacher28
Harry D. Kirk70
Kleinau & Koch
Geo. S. Knapp75
Knorr Ironing Board Co72
Lee Chair Co14
Leffler & Thiele Co23
Lewis & Conger
O. Lindemann & Co73
M. Loewenstein 73
Maine Manufacturing Co76
Manhattan Screw & Stpg. Co.
Manning-Bowman & Co 8
Marion Mfg. Co., Geo. L22
E. C. Marks75
Markt & Co 4
Martcross Co73
Metal Stamping Co23
National Sweeper Co12 22
Newell Mfg. Co72

New England Enamel Co21.
New York Varnish Co28
Nichthauser & Levy16
North Bros. Manufacturing Co18
Oelker's Manufacturing Co60
Ohlerking & Smith25
Osborn Manufacturing Co. Back Cover
Outing Press21
Packer, Chas. W63
Patent Sad Iron Co28
Phenix Mfg. Co71
Philadelphia Lawn Mower Co16
Plunkett, Charles
Pritchard-StrongCo. Inside Front Cover
Quaker Tinware Manufacturing Co.73
Reed Mfg. Co
Royal Manufacturing Co27
Royal Manufacturing Co27 Rostand Manufacturing Co26
Rothschild, Meyers & Co.
Insida Bach Conser
Insute Duck Cover
Scott, Freeman
Rothschild, Meyers & Co.         Inside Back Cover           Scott, Freeman         70           Silverdip Sales Co.         70
Silverdip Sales Co
Standard Oilcloth Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co
Silverdip Sales Co

\*Periodical advertisers whose announcements will appear in later issues.

#### WANTS

Subscribers may insert want advertisements, such as may be approved by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge. Advertisements for this department must be received not later than the 15th of the

AGATITE MENDS AGATE WARE-Does it right, too! Stands the hottest fire. Won't burn off if pan boils dry. No acids or solder used. Guaranteed pure. Price \$12.00 gross; 15c size. Try a gross.—J. S. Longhurst, Jr., Lynbrook, N. Y.

BUYER AND MANAGER of House Furnishing Goods, China, Glass and Toys desires to make a change. Fifteen years of steady experience in cities of 25,000 to 85,000 population. Have been five years in present position. Can furnish best references. Address "Steady," care of House Furnishing Review.

ANADIAN AGENCY WANTED-We would like to establish connections with several American manufacturers of household articles for introducing their goods in Canada. Our large organization and our well established mail order business, together with our ability to carry a large stock, fits us admirably for promoting the sale of goods. Send catalogues and lowest wholesale prices. Address Tarbox Bros., 274 Dundas Street, Toronto, Ont.

FOR SALE-Prosperous, old-established China, Glass, Crockery, Silverware and general House Furnishing Goods business in thriving Massachusetts Summer resort and manufacturing town. Best reasons for selling. Rare opportunity. Address Profit, this office.

POR SALE—Complete stock of China, Glass, Silver and gen eral House Furnishing Goods, with good will of prosperous business, established forty years, for sale in thriving manufacturing and Summer resort town in Massachusetts at rare bargain. Address Box 42, care House Furnishing Review.

FOR SALE—Chestnut Boxing for glass factories. This is our specialty. Stock 1/2 inch or 3/8 inch in rough or dressed. Prompt shipments and dry. Address Lewis Thompson & Company, Inc., 18th and Indiana Avenues, Philadelphia, Pa.

HAVE YOU A SON OR DAUGHTER?-Do you want to give them a chance to earn some money? We will pay them a liberal cash commission for subscriptions to THE House Fur-NISHING REVIEW. The work is easy and entirely respectable. Ask for particulars. Address Circulation Manager, The House FURNISHING REVIEW.

IDE LINE WANTED—Am calling on Hardware and House Furnishing Goods trade. Want a good specialty on commission. Address T. E., care House Furnishing Review.

TRAVELING MAN WANTED to sell our new game as a side line on commission. Sold to department stores, stationers and to all lines. Liberal commissions and exclusive territory given. Write at once A. H. Warner & Company, Bristol. Conn.

WANTED—Buyer of China, House Furnishings, Dolls and Toys, Trunks and Traveling Bags, and Silverware; ten years' experience in Central Western States, large cities, desires position in East or extreme Western territory. Address Experienced, care House Furnishing Review.

WANTED—Salesmen calling on department, grocery and hardware stores wanted to handle side line on commission. Exclusive territory. State territory covered and line carried. Box 322, Rochester, N. Y.

WANTED-Position as clerk or ad. writer and window dresser. Am familiar with furniture and house furnishing business. Seven years' experience with a concern handling both lines, 22 years of age, can speak French and can furnish firstclass references. A. J. B., care House Furnishing Review.

DROPOSALS FOR INDIAN SUPPLIES.—Department DROPOSALS FOR INDIAN SUPPLIES.—Department of the Interior, Office of Indian Affairs, Washington, D. C., March 16. 1908. Sealed proposals, plainly marked on the outside of the envelope: "Proposal for rubber goods, shoes," etc., as the case may be, and addressed to the "Commissioner of Indian Affairs, Washington, D. C.," will be received at the Indian Office until 2 o'clock p. m. of Tuesday, May 5, 1908, and then opened, for furnishing the Indian service with rubber goods, shoes, hardware, and medical supplies. Sealed proposals, plainly marked on the outside of the envelope: "Proposals for enameled ware, furniture," etc., as the case may be, and addressed to the "Commissioner of Indian Affairs, Washington, D. C.," will be received at the Indian Office until 2 o'clock p. m. of Thursday, May 7, 1908, and then opened, for furnishing the Indian service with enameled ware, lamps, furniture, bedding, stoves, agricultural implements, paints, oils, glass, tinware, wagons, harness, leather, shoe findings, saddlery, etc., school supplies, and a long list of miscellaneous articles. Bids must be made out on Government blanks Schedules giving all necessary information for bidders will be furnished on application to the Indian Office, Washington, D. C.; the U. S. Indian Warehouses at New York City, Chicago, Ill.; St. Louis, Mo., and Omaha, Nebr. The Department reserves the right to reject any and all bids, or any part of any bid. F. E. LEUPP, Commis-

TO LET-One of the leading department stores of Harlem will sublet space in basement, 60 feet wide by 100 deep, well lighted and steam heated, to wide-awake business man as a house furnishing goods department, including Trunks, Bags, Window Shades and Curtain Fixtures at very reasonable terms. Only man able to furnish first-class references regarding business ability and financial standing need apply. Address A. B., care House Furnishing Review.

WANTED—We are manufacturers' agents, and have splendidly equipped offices and salesrooms for handling all kinds of house furnishing goods and hardware specialties. We have a strong selling force; new lines desired. Write Harper, Spencer & Joys. 420-422 E. North Ave., Milwaukee, Wis.

WANTED—Salesman calling on House Furnishing Goods, Crockery, and Glassware dealers to sell as a side line an article that can be carried in the pocket. A big seller. Good commission. Address Bucosh, 41 Doyle Avenue, Providence,

WANTED-Salesman to handle a high-class, patented egg beater as a side line. Exclusive territory and good commissions for those who can get business. Write full particulars as to territory covered, trade you are selling, lines handled, etc. No triflers. Address The Holbrook Mfg. Company, Attleboro, Mass.

WANTED--Position as Buyer or Manager of House Furnishing or China Department. Am at present located, but will change about April 1st. Twenty years' experience in both lines; best of references. Address R. A., care House Furnish-ING REVIEW.



hoops to fall off, no cast gears to get out of order.

Made in gallon size only. Write for prices and discounts.

COMMERCIAL CAN & MFG. CO., kingle hand chicago, ill.



## "BOSS" CLOTHES WASHER

POSITIVELY THE MOST SATISFACTORY WASHER EVER PUT ON THE MARKET AND THE MOST PROFITABLE TO HANDLE

It sells itself nd will not only stay sold but will give that good stisfaction that will cause the sale of others.

## THE "BOSS" IS ENTIRELY DIFFERENT FROM OTHER SO-CALLED WASHERS ON THE MARKET

The "BOSS" is the *only washer* constructed on the principle of cleansing clothes by RUBBING and SQUEEZING—by the latter forcing the water through every fibre and removing the dirt as cannot be done by any other device. This has been acknowledged the only true and satisfactory principle for washing clothes since the early ages.

The "BOSS" washes quicker and with better results, anything from large heavy pieces to the finest fabrics, including laces and silks, and is GUARANTEED to do so without the least injury to such.

The "BOSS" is the only washer having a special chamber where the dirt and lint accumulate when separated from clothes, preventing this matter from becoming continually stirred up and coming in contact with clothes, as is the case with all other types of washers.

The value of this feature can hardly be estimated. It means not only clean and more sanitary clothes, but less time and labor required to obtain this result.

Place your order now and be prepared to meet the demands of your customers.

MADE IN THREE SIZES.

Address

THE BOSS WASHING MACHINE CO., Cincinnati, O.



## MR. BUYER

¶ Your trade demands the best goods at the lowest cost. Why don't you demand the same? Hundreds of department store buyers through the country will tell you that their business in statuary has increased from 50% to 500% since they started to handle our line.

#### **NOT JUST AS GOOD**

But Better than most of the Imported kind, is the statuary that we make and at less than half the price you pay for the imported.

It is Quality that counts. Why not try a sample line of our statuary?

 $\P$  YOU DON'T HAVE TO PAY UNLESS THE GOODS ARE SATISFACTORY.

¶ Our line of statuary consists mostly of staples—smart subjects that sell every day in the year and suitable for every class of trade. It is the originality and the coloring of our goods that catches the trade. The quality that holds them.

¶ As we have our sculptors continually making new subjects, you are always in the lead with exclusive goods when you deal with us, as all our original subjects are copyrighted.

#### THE BOSTON PLASTIC ART CO.

67-73 Sudbury St.,

BOSTON, MASS.

HAVE YOU OUR CATALOGUE?



## KIRK'S Tooth Brush HOLDER



The Best 10c. Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. A Necessity in Every Well Appointed Bathroom.

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, III.

# ACKED WITH

#### **GET IN RIGHT** THIS SEASON

Get my Prices and Sample before buying

## Nurseries

I have price, variety and quality.

Every Nursery thoroughly tested and shipped one in a case.

#### JAMES R. WOTHERSPOON

240 North Front St., PHILADELPHIA

N. Y. Representative: F. CARPENTER, No. 108 Chambers Street, New York.

## Screen Doors Window Screens

THE CONTINENTAL COMPANY DETROIT. MICH.

## **7650 NEW YORK DEATHS CAUSED BY HOUSE FLY**

Special to The Journal.

New York, Dec. 18.—Seven thousand, six.hundred and fifty deaths are caused annually in New York city by the common house fly. The figures are given in a report to Governor Hughes by Dr. Daniel C. Jackson, bacteriologist of the water bureau. Compilation was made from a study of the habits of the fly and the way in which victims contracted fatal attacks of typhoid and intestinal diseases.

"The time of greatest prevalence of flies," says the report, "was in the three months beginning on July 1, and ending on Oct. 1. Corresponding exactly, deaths from intestinal diseases actly, deaths from intestinal diseases rose above the normal, culminated at the same high point and fell off with a slight lag at the time of the gradual subsidence of the prevalence of the in-



The Pearl Suit and Skirt Hanger



Suit Hanger

Diamond Hanger For Men

Sold and used by 4000 Firms.

On demonstration in all leading stores.

Per 100 Suit Mangers, \$10.50 Skirt Hangers, 8.50 Rods, 12" long, 7.00 18" 8.00 " 24" 44 10.00

The Economy Closet Rod, used in conjunc-tion with the Pearl Hangers, will help to keep the closet neat keep the cand orderly.

Holds the entire suit.

\$17.00 per 100 Sold at 25c. each

Jobber or direct.

Write for Catalogue

CARSON, PIRIE, SCOTT & Co., of Chicago, say they consider The Pearl Hangers the best on the market, and find a ready sale for them in their wholesale and retail departments. tail departments.

#### FREEMAN SCOTT

1504 Montgomery Ave.

**PHILADELPHIA** 

## SILVERDIP





The Old Way

**CLEANS GOLD AND SILVER** 

"JUST A BIP" AND IT'S POLISHED

Silverdip is guaranteed not to injure the finest metal nor the hands, is free from acid or poison, contains no grit to scratch the most delicate surface.

663/3% Profit for the Dealer

We furnish plenty of clever printed matter. Write us for particulars about demonstrations.

SILVERDIP SALES COMPANY,

43 West 27th Street,

**NEW YORK** 

VANDY-HANDY TRADE MARK

### The VANDY-HANDY

A Unique, Practical, Inexpensive and Profitable article for holding Clothes-Pins which you and your Customers will be pleased with. EXPLANATION

The clothespins are put in through the wire mouth at the top and taken out from the opening in the side of the beg, which always faces you while it is in use on the line of at the side of the

window.

The VANDY-HANDY is made of strong material and has a capacity for holding 200 Ciothes

Get them on your counters soon. Display them and they will sall themselves.

VANDY-HANDY MFG. CO.

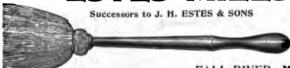
NEWARK, N. J.



FLOOR MOPS, DISH MOPS, CLOTHES LINES, Also Manufacturers

Manufacturers of COTTON

Twines, Yarns, Rope, Calking, Wicking, Waste



FALL RIVER, MASS.

New York Office: 97 Warren Street. Tel. 3511 Cortlandt

NO SOILED

**FINGERS** 



**ABSOLUTELY** 

PRACTICAL

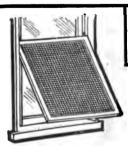
SAMPLE BY MAIL, 10 CENTS

#### **STRAWBERRY**

All persons making, buying, or selling any not stamped with date of Patent. October 30, 1804, will BE PROSECUTED Our Hullers are nickel-plated on Spring Brass. GROSS PRICES QUOTED ON APPLICATION Special prices on 5-10-30 gross. Agents wanted everywhere

F. A. WALKER & CO., 83 Cornhill, Boston

Importers of English, French, German and Swedish Home and Hotel Kitchen Furnishing Goods. The OLDEST AND LARGEST KITCHEN FURNISHING STORE in America.



#### and Pocket 50 Per cent. Profit

The easiest seller you ever put in. ( The Phenix Swinging Half Screen is fly proof, does not

slide or stick, because it hangs and swings.

#### The Dealers Opportunity

To sell a custom made screen from stock and secure a first-class screen trade

For catalog and trade discount address

PHENIX MFG. CO.

040 Center Street

MILWAUKEE



## How To Advertise A Retail Store

## BY ALBERT E. EDGAR

## Teaches

How to lay out advertising copy,

How much space to use,

How to design an attractive space-saving name-

What a headline should accomplish.

How to get and use proper illustrations,

How to write your advertising introductory,

How to describe an article so as to make sales,

What style and method of pricing you need,

The preparation of effective, free advertising,

How to find and properly use selling points,

The making of store papers, booklets, leaflets, folders, advertising letters and mailing cards,

The organization of a follow-up system,

The use of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,

Proper methods of window advertising,

Correct outdoor advertising,

Spring, fall and other openings advertising,

Two-hundred-fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes.

The sensible advertising of special sales and clearance sales,

The uses of leaders and bargains,

Many novel sales plans,

The promotion of business in a number of specific retail lines-this department alone occupies about

Mail order advertising and general advertising.

Points about type, borders, ornaments, and cuts,

Nearly 20 pages of practical and helpful hints on how to lay out advertising copy,

How to read proof and technical terms.

How this is done is demonstrated by the use of

#### 641 Illustrations As Models

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

Price \$3.50 Postpaid—on a money-back basis THE OUTING PRESS, DEPOSIT, N. Y., U. S. A.



TWO NEW FACTORIES AUTOMATIC MACHINERY

EXCLUSIVE MANUFACTURERS OF EXTENSION RODS, POLE ENDS AND COTTAGE SETS. QUALITY—THE HIGHEST. All silver used guaranteed 999 fine.
STYLES—FORTY-ONE. Including our new colored end rods to match wall-paper. WRITE TODAY FOR CATALOGUE AND PRICES.

AMERICAN FACTORY, OGDENSBURG, N. Y., U. S. A.

THE NEWELL MFG. CO. (Inc.)

## CATCHES MICE NOT DIGITS

"FINGER SAFE" SELF-SETTER MOUSE TRAP.

Patented U. S. and Canada

Can't Strike Fingers.

Mouse Released Without Touching It.

Galvanized Steel, Cannot Warp or Rust.

EVAN L. REED MFG. CO..

Will Outlast Half Dozen of Cheap Traps.

The Ladies All Want Them! In Special Display Boxes.

Mouse Trap Sells for 10c.
Rat " " 25c.

Sterling, Ill.







5—Grades
CLEAVER AND TENDERER

ICE CHISELS
Six Styles.

We manufacture a large line of Bread, Butcher, Carving and Paring Knives, Can Openers, Family Cleavers, Shoe and Putty Knives, Wall Scrapers, etc.

Write for Prices. IRA F. WHITE & SON CO., NEWARK, N. J.



Kitchen Knives

## THE KNORR



PATENT APPLIED FOR

## IRONING BOARD

#### =50% Profit—No Come-Backs=

¶ The Knorr Ironing Board is the cleverest labor saving device of its kind on the market. It combines in one compact design a shirt-waist board, a sleeve board and an ironing board for all general purposes. ¶ The clamping device is the strongest, simplest and best made, holding the board firmly in place, making it stable as a rock, yet the clamp will not mar the table or shelf to which it is attached. ¶ The Knorr Ironing Board is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29x30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and built on honor.

Our printed matter furnished to dealers makes

**OUICK SALES** 

Terms and particulars from

The KNORR Irening Beard Oe.
415 Genesse St., Rechester, N. Y.

#### THE SCIENTIFIC TOASTER

Adapted for GAS, OIL, VAPOR OR COAL STOVES



Quick Seller.

Retails at 25 Cents.

#### CHI-NEE CLOTHES SPRINKLER



lioids
a pint of
water

Every Housekeeper Wants One. Retails at 15 Cents.

Write for Prices.

The SYRACUSE STAMPING COMPANY 114'SO. BAKER ST., SYRACUSE, N. Y.

Digitized by

### O. LINDEMANN & CO.



Japanned, Tin-Plated and Brass

35-37 Wooster St. New York.

Catalogs Furnished to the Trade Only.



#### "ANCHOR" SINK

#### TOILET BRUSHES

(WIRE OR WOOD HAMDLES)

Most Sanitary Brush on the market, as they are made without the use of PITCH, CEMENT or soldering the tin The brush that can be cleaned in boiling, water without distributing itself all over the sink and down the drain. Best selling 5c and 10c line.

Send for Catalogue and Price List

#### PHILIP FOGARTY & CO. 229 Miller Ave., Brooklyn, N. Y.



We are the Largest Manufacturers Nursery Refrigerators

in the World

Our large factory and the recent installation of new machinery enables us to place these goods on the market at

THE LOWEST PRICES

Each one guaranteed, packed with mineral wool, and each packed separately, insuring safe delivery.

Write for Prices

QUAKER TINWARE MFG. CO., 32-34 Bank St., Philadelphia



40 Dearborn St.

**GEM** TEA AND COFFEE

#### STRAINER

Samples and Price List Mailed on Application.



Chicago, Ill.







EASLEY'S PATENT LEMON JUICE EXTRACTORS

30 Patterns of Match Safes and Ash Receivers for Safety Machines Sole Agent for the United States of the

SOLE LICENSEE FOR

Union Safety and Paraffin Matches. PATENTED HOUSE FURNISHING SPECIALTIES

M. LOEWENSTEIN, 71 Washington Square, South, New York Formerly West Fourth St.

THE "KORKER" SINK AND POT CLEANER

Stamped from heavy sheet steel Shovel part about 4 inches square. Brush at side aids in gathering up refuse matter.

#### ARGAND **APPLIANCES** GAS



MR. BUYER:

Write us for prices and description of our Gas Hot Plates. Several styles and very interesting prices. Come quick; we want to get acquainted with your firm's bank account.

ALBANY FOUNDRY **CO.**,



REFRIGERATORS

We build 4 first-class lines. Send for illustrated catalog and price lists.

We carry stock in New York and Boston

CHALLENGE REFRIGERATOR CO







#### AROUND

Good household necessities. Perfect in finish and material. "The Browne Line from Kingston." Will you send for our booklet and let us tell you about it. The "Cyclone" Egg Beater, Cream Whipper and Mayonnaise Mixer is a wonder. Let us send you a sample.

THE W. G. BROWNE MFG. CO.,

Kingston, N. Y.









STAR



A Few of Our **Specialties** 





MAKE OTHERS

SEND FOR CATALOG

layton & Company

421-427 Kent Avenue BROOKLYN. **NEW YORK** 





## Komi Groon Paintod Porch Curtain

ALL SIZES ALWAYS IN STOCK

4x8 5x8 6x8 7x8 8x8 9x8 10x8 12x8 8x10 10x10 12x10

Fitted with Rope and Galvanized Iron Pulley Ready to Hang. Guarantee Tag with Each Curtain. Painted with the Best Material Known to the American Market.

R. H. Comey Company, Camden, N. J.

PHILADELPHIA: 1200 Chestnut Street

CHICAGO: 810-24 Washburn Avenue

he Perfection Bottle Stopper

Invaluable in dispensing mineral waters at home. No. 1 large quart; No. 2 pint or small quart size. The only satisfactory stopper ever invented for keeping champagne, mineral waters, ginger ale, etc., etc., and all carbonated beverages wherever used.

Absolutely Air-Tight After Once Opened; Self-Adjusting; Fits Any Bottle

Manufactured by E. C. MARKS (Trustee) 260 Clark St., Chicago

WRITE FOR PRICES AND DISCOUNT





These cuts represent the "PATENT LEADER" sink broom, also "HANDY LEADER," made of bristles. Staple articles, retail at five and ten cents. We also manufacture other styles retailing at ten and twenty cents. HOUSE FURNISHING AND HARDWARE STORES should give this advertisement their attention.

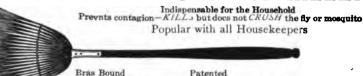
Write for catalogue and price lists to



CHAS. PLUNKETT

205 Duane St., New York

#### THE BIGELOW WIRE FLY KILLER



Sold Everywhere by the House Furnishing Trade

SANITARY WIRE SINK BRUSH No disease germs can adhere to the brush. Brass Bound Will not Rust Non-Absorbent Send for Prices

J. F. BIGELOW, Mfr., Worcester, Mass. NEW YORK AGENTS, Wilson Bros., 107 Chambers St.

DISPLAY STAND



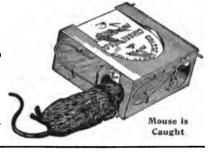
## The Chasse Mouse Trap

Patented U. S. and Canada, 1902-'03-'05 IS EASIER TO BAIT AND SET THAN ANY OLD STYLE TRAP. EASY SELLER.

Write for Prices to your Jobber or

## CHASSE MFG. CO.

57 VESEY STREET NEW YORK CITY





#### "HOME-KISSED" CURTAIN STRETCHER THE

Movable Spring Pins—Once adjusted to Curtain Scollops always in place.
Interlocking Steel Hinge—Insuring absolute rigidity and strength in center.
Center Braces—On which the Long Bars fold.
Our patent covers the device for folding the long bars on

the Center Brace and the Center Brace. Parties handling Curtain Stretchers that infringe should investigate.

Orders Shipped Promptly. Send for Catalogue.

HOLMQUIST & CO., Mfrs. Ladders and Curtain Stretchers, 127 N. Morgan St., CHICAGO



#### THE HOUSEHOLD FRIEND!

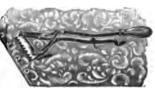
#### BULLARD'S IMPROVED CARPET STRETCHER

This carpet stretcher is compact always ready for use, and the most practical article made for stretching carpets. It is the cheapest on the market, showing large profits to dealers when retailed at 50 cents. It is selling in large quantities, and gives the utmost satisfaction to customers.



Fig. 1 shows Carpet Stretcher ready for use; Fig. 2 shows how to use lever to bring carpet in place, and Fig. 3 position ready for nailing.

Latest and Best.



GEORGE S. KNAPP,

Manufacturer of Hardware Specialties

Bridgeport, Conn.

## TOWEL RACK AND NOVELTY MFG. CO.

**ESTABLISHED 1875** 

TOILET AND HAT RACKS
Of all descriptions, manufactured in best manner. Sell spopular prices. Send for latest illustrated catalogue as prices. P. O. Box 837, Providence, R. I., U. S. A. Sell at

SALESROOM AND FACTORY: AUBURN, R. I.

New York Office: W. A. STOKES & CO., 30 WARREN STREET.

#### For IMMEDIATE "Rush Season" Shipment

Every desirable size. Every desirable style, and embodying every desirable feature



THE GREAT

## "WHITE MOUNTAIN"

"Now is the time" to order, and "Now is the time" to ship

THE FAMOUS

## "STONE WHITE"

Ice-Cold Walls of Ice-Cold Stone right from the Quarry,

WHITE as SNOW and Stronger than Steel

"The Chest with the Chill in it" founded on the Solid Rock of Merit-that is-SUPERIOR MERIT.

## MAINE MANUFACTURING COMPANY, NASHUA, N. H.

BOSTON, MASS. KANSAS CITY, MO- BRANCE OFFICES:
NEW YORK CITY. ET. LOUIS, MOSAN FRANCISCO, CAL.

SAN ANTONIO, TEXAS ST. PAUL, MINN.

130 and 132 West 42d Street New York

# LEWIS \* & CONGER

IMPORTERS AND JOBBERS OF

## House Furnishing Goods



# Rothschild, Meyers & Co.

OUR NEW HOME:

Corner SPRING and CROSBY STS., NEW YORK



# COME IN





Digitized by Google



# NEVER-BREAK O NEVER BREAK CASK for Catalog

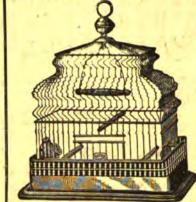
# STEEL SPIDERS OSBORN GRIDDLES KETTLES

Cooking Utensils that do not warp, scorch or burn, nor spoil food : ::

The genuine branded "NEVER-BREAK"

THE AVERY STAMPING CO. Cleveland, Ohio

Exclusive Manufacturers



MFG. CO.

The Original Inventors and Manufacturers of



Bright Metal Gages

In Brass, Bronze and Silver Plate.

New and Beautiful Designs Just Out.

We also manufacture Brass and Br. noze Show stands for Fancy Goods.

Catalogue mailed free.

669-685 HUDSON STREET, Cor. 14th St., NEW YORK

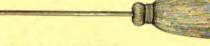
# COUTHS LINE

#### A. L. TRIBBLE CO.

MANUFACTURERS OF

Clothes Lines, Mops, Twines, Etc.
"IXL," "Non-Stretchable," "Puritan"
Hand Laid Cotton Clothes Lines
Plymouth Rock Sash Cord

BOSTON 110 State St. NEW YORK 176 Church St. CHICAGO 35 River St.



WRITE FOR PRICES

## COTTON AND WIRE CORDAGE

Braided Cotton Clothes Lines
Braided Waterproof Clothes Lines
Twisted Clothes Lines
Manilla and Sisal Clothes Lines
Braided Wire Picture Cord

MOPS OF EVERY DESCRIPTION.

## TATE WIRE CORD COMPANY

Office and Factory:

40 Hanover Street.

BOSTON, MASS.

## ADAMS' BRUSHES





NEW YORK FACTORY

J. J. ADAMS @ CO.

Manufacturers of Brushes for
House Furnishing Trade

NEW YORK FACTORY
124 to 132 Green point Ave.
BROOKLYN, N. Y. CITY



748 to 752 Main Street CAMBRIDGE, MASS.



## NOW IS THE TIME

for every DEALER to examine

## **OUR LARGE LINE**

of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishers, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc.

FOR 1908 BUSINESS



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements.

> Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.



ERIE SPECIALTY CO.

ERIE, PENN A, U'. S. A.

## **Wood Goods of Quality**



Our Ironing Boards keep their shape, and do not crack because, first, of the material used and second, of the seasoning and finishing given them in this factory.



STANDARD SKIRT BOARDS

Assorted sizes, packed 1/2 doz, in bundle.

Our Warerooms are Well Stocked.—We Can Make Prompt Shipments.

ASK FOR CATALOGUE

AMERICAN MFG. & NOVELTY CO., Erie, Pa.

HOUSEHOLD WOODENWARE and LADDERS



## "Better Than Need Be" Goods

#### Surprising Prices

ICE PICKS—16 styles. Needle pointed, highly tempered; pick points are ground, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS—of the Highest Grade, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES—with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking.

THE GILCHRIST COMPANY NEWARK, N. J. MR. BUYER —It's a feather in your cap every time you add a new, fast selling item to your Dept.

#### PRISCO



NO EXTRA STANDARD REQUIRED

## Sanitary Sink Strainer

WILL PROVE A

#### BRIGHT RED PLUME

Our reduced price for 1908 gives you a better profit twice over than any other strainer for sinksprocurable.

THEY'RE MADE TO OUTWEAR, NOT WEAR OUT

#### The PRITCHARD-STRONG CO.

27 Circle Street, Rochester, N. Y.

Digitized by GOOGLE



# G. M. THURNAUER & BROTHER

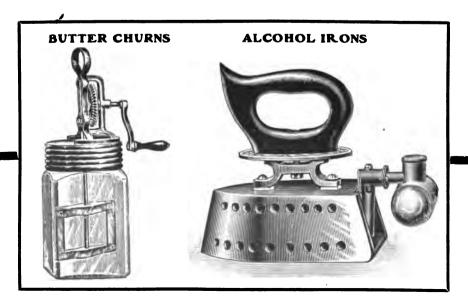
HAVE REMOVED

## To 83-85 WORTH STREET, New York

WE EXTEND A CORDIAL INVITATION TO VISITING BUYERS TO CALL ON US AT OUR NEW QUARTERS, NEAR BROADWAY, AND SEE THE MOST COMPLETE LINES OF IMPORTED HOUSE FURNISHING GOODS EVER EXHIBITED.

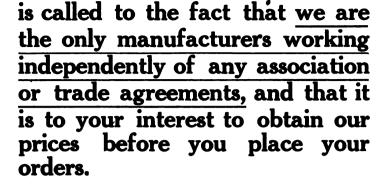
## A VISIT WILL PAY YOU

COME AND SEE FOR YOURSELVES.



## Special Attention of the Trade















Ideal Double Coated Gray Steel Enameled Ware
New England Gray Steel Enameled Ware
Turquoise Blue (White Lined) Steel Enameled
Ware





Blue and White Steel Enameled Ware
All White Steel Enameled Ware
Also a Full Line of Galvanized and Tin Ware





PEBISTERED TRADE MARK

Full Line of Samples Displayed at our New York Sales Room





Factories: MIDDLETOWN, CONN., and PORTLAND, CONN.





736 Broadway, New York City





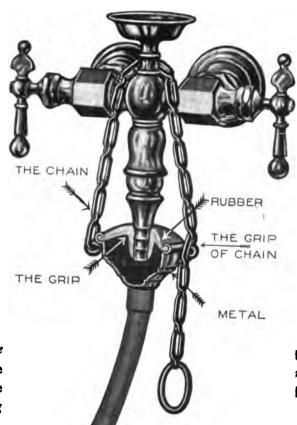








# **DESIRABLE NOVELTY**



## THE **STERNAU** FAUCET ' **CHAIN**

#### **ONLY PRACTICAL**

attachment ever made for preventing the strongest pressure of water from forcing the bulb off the faucet.

#### **PROLONGS**

the wear of bulb as most of the strain falls on the

**CHAIN** 

In stocking Bath-sprays get those fitted with the Sternau Combination Metal and Rubber Holdfast Bulbs having Faucet-chains, as they are exceptional, being guaranteed to give long and satisfactory service.

In some localities the pressure of water is so strong that it will force any bathspray bulb off the faucet.

With the Sternau Faucet-Chain this annoying feature is overcome as it enables one to attach the bath-spray bulb securely to faucet so as to resist the strongest

Write for illustrations, prices, and particulars about advertising matter, furnished without charge, to those dealers stocking.

STERNAU BATH-SPRAYS.

## S. Sternau & Co.

New York Showrooms BROADWAY, COR. PARK PLACE Chafing-dishes and their Accessories. 195 PLYMOUTH STREET Opposite Post-office

Coffee-machines, Fancy Teakettles, Bathroom fixtures, etc., of the Highest Quality

Office and Factory BROOKLYN, N. Y.

Remember, the Bulb with the Chain wears longest Ask for it.

## -ALUMINUM UTENSILS-



WE'RE BUSY MAKING

## "WEAR-EVER" ALUMINUM UTENSILS

AND FILLING ORDERS

You know the "whys" and "wherefores" if you sell them. If you
don't—well, just remember
that "WEAR-EVER"
utensils are not only
sellers but
repeaters.

#### HERE ARE THE REASONS:

They are made of aluminum 99% pure. The sheet is extra hard and thick.

A special electric finish is placed on the inside which prevents, largely, discoloring.

Spouts are attached without seams or joints,
They are strong, but light in weight.
They present a beautiful appearance when
displayed for sale.

At Bauxite, Ark., we mine the ore;

At E. St. Louis, we refine the ore;

At Niagara Falls and Massena, N. Y., we convert the refined ore into pigs or ingots;

At New Kensington, Pa., we roll the sheet and make the finished "Wear-ever" utensils.

In other words this means "from ore bed direct to you."

A card will bring to your desk catalogue, prices, discounts and further information.

THE ALUMINUM COOKING UTENSIL CO., Pittsburgh, Pa.

## UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

## THE WORLD'S ONE LARGE GLASSWARE CONCERN

We manufacture everything in glassware for the different branches of the trade, viz.:

Wholesale Jobbers, 5 and 10c. Stores, Jewelers' Cut Glassware, Confectioners' Supplies, Department Stores, Bar and Hotel Supplies, Show Jars of all kinds, Lamps. Variety Stores,
Soda Fountain Supplies,
Fancy Cut and Decorated Ware,
Photographers' Supplies,

Jelly, Fruit, Condiment and Packers' Supplies. etc.

## UTILITY GLASS JARS

MADE IN 1-2-3-4 and 5 GALLON SIZES

PRICES ON APPLICATION

### SANITARY. EASY TO CLEAN AND EASY TO KEEP CLEAN



For general all around usefulness, these jars are unequaled, being especially adapted to States where the laws compel the use of covered articles for the sale of food products.

Just the kind for every day home use; and as advertisers of Condiments, Cereals and like goods, they are quick to bring satisfactory results.



It will be a Pleasure to Answer any of Your Inquiries or show you Samples at the

Gonorai Offices and Saiesrooms, South Ninth and Bingham Sts., PITTSBURG, PA.

**BRANCH SALESROOMS:** 

New York, 29 Murray St.,
Boston, 127 Federal St., Arco Bldg.,
Philadelphia, Ninth and Market Ste.,
Baltimore, 110 Hopkins Place,
Salt Lake, 127 E. South 3rd St.,
Mexico City, 2 A de Plateros No. 9,

Sydney, N. S. W., Commerce Bldg., Martin Land, St. Louis, 627 Granite Bldg., 4th and Market Sts., San Francisco. 271 Stevenson St., Chicago, 409 Atlas Block, 35 Randolph St., Denver, 1430 Arapahoe St., London, 55 Farrington St., E. C.

Havana, Cuba, 70 San Rafael Apartado 948.



No. 307/76.

#### With a complete outfit consisting of

CHAFING DISH (with Patented "Ivory" Enameled Food Pans)

SAUCE PAN, COFFEE PERCOLATOR, CUTLET DISH
TEA KETTLE, TOASTER, TEA POT,
FLAGON. PLATE WARMER.

TEATE WARMER.

As illustrated at top of Page.

The possibilities of chafing-dish cookery have been doubled by the Manning-Bowman Acohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering

flame at a touch.

MAKES ITS OWN GAS

ABSOLUTELY
NONEXPLOSIVE

Sufficiently powerful for the preparation of a substantial meal, indepenently of the kitchen range.

"METEOR"

Circulating Coffee Percolators

CHAFING DISHES

With "Ivory" Enamelled Food Pan.

Baking Dishes, Tea Ware, Hotel Ware,

Bath Room Furnishings, Etc., Etc.

No. 76. Nickel Plated Single Burner.

No. 77. Same Style Double Burner.

Alcohol Burning Devices.

## MANNING-BOWMAN & CO., Meriden Conn.

**NEW YORK** 

**CHICAGO** 

SAN FRANCISCO

For further information see reading notices in this issue.

## NO Economy! NO Satisfaction!!-

POOR judgment in buying CHEAP lines!!! Give your customers HIGH GRADE GOODS at

REASONABLE prices and HOLD

THEM.



High

Grade

**Standard** 

Metalware

Chafing Dishes Table Kettles and Stands Coffee Extractors Water Filters **Nursery Chests** Crumb Trays and Scrapers
Tea and Bar Urns

> Bathroom Fixtures

Wine Coolers Water Coolers Baking Dishes Coal Vases and Hods Candlesticks Cuspidora Match Safes 5 o'eleck Teas, etc.

Write for

Catalogue

and

**Discounts** 

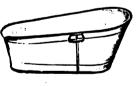


BRANCH OFFICES 18 WARTON OFFICES
1480 Arapahoe Street Denver, Col.
440 Desrborn Street, (hicago
852 Washington Street, Boston, Mass.
51 Young Street, Toronto, Canada
and London, England The BUFFALO MFG. CO.

**BUFFALO. N. Y.** 

## WHITE WARE!

Something New YOU Should Know About!











Will Sell On Sight!

But Don't Forget our Staple Lines of TINWARE. JAPANNED WARE. GALVANIZED IRON WARE and OIL COOKING STOVES



Java and Provost Streets. BROOKLYN, N. Y.











No. 1 All Metal Japanned \$1.50 All Metal Galvanized \$1.75

No. 2 All Metal Japanned \$1.75 All Metal Galvanized \$2.00





We are going to make an aggressive campaign for the sale of the Remain in all localities. It will be worth your while to co-operate with us. Write to-day for trade prices.

THE LEE CHAIR CO.,

Oneida, N. Y.













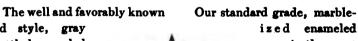




## "Sesco"

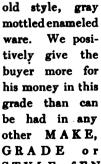
"Blue and White"

Our standard grade, marble-











ware is the most attractive ware on the market without exception. It is a most beautiful color, very durable and an easy rapid seller at a POPULAR PRICE.











Write us NOW for New 1908 Catalogue and Revised Price List

Pull Lines of Both Wares, Best Designs Manufactured by

Star \* Enameling and Stamping Co. Pittsburg, Pa.



## THE PERFECT COOKER



## COOKS BY STEAM

## A New Cooking Utensil of Genuine Merit

CONSISTS OF

Large Size Water Pan Roll Rim Food Pan Cover

The roll rim of the food pan fits snugly over the edge of the Water Pan. Cooks by steam, which is led into the food apartment thro series of perforations in the roll rim. This keeps the food moist, hastens the cooking, and the tight fitting cover keeps in all the rich food flavor.

Excellent for cooking fruits, cereals, vegetables, puddings, etc. Unequalled for scrambled eggs Circular containing recipes with every Cooker.

#### SIZE 101 x 41 INCHES.

No. 250. All Retinned

No. 35. Water Pan and Cover Retinned. Food Pan Enameled

No. 350. All Enameled

We solicit sample orders. The Perfect Cooker is very attractive in appearance and is proving to be a good seller. Each pan is well adapted for use separately and they will do service three times a day in every kitchen they go into.

SOLE MANUFACTURERS

## THE REPUBLIC METALWARE CO.

BUFFALO

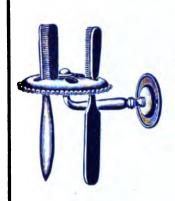
CHICAGO

NEW YORK

#### THE LARGEST TRADE WINNER !!!

## THE PORTABLE BATH SET

ALWAYS READY. CONVENIENT EVERYWHERE







#### A MIRACLE IN MECHANICS

"The Famous" Nickle Plated Bath Room Fixtures The Neverust Portable Bath Set

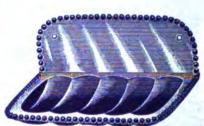




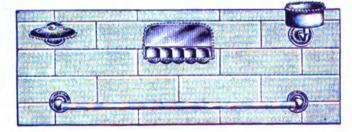


















BRASS, COPPER AND NICKEL WARE

Office, Salesroom and Factory:

554-562 West 25th St., New York, N. Y.



## "BENGALIA"

## Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!

Can be adapted to any ordinary D collar lamp.

Unaffected by wind.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price

\$4.00 Complete

Liberal
Discount
to Dealers



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

No Danger

Non-Explosive

One live dealer wanted in every town to handle our specialties.

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agent, for the KEROSENE INCANDESCENT BURNER.

# G. COHN & COMPANY 337 BROADWAY

NEW YORK

#### Galvanized Watering Pots

## SPECIALS FOR MAY





Refrigerator Pans

#### DON'T FAIL TO GET OUR PRICES.

We also manufacture full lines of the following goods.

Puritan Re-coated Tin Ware is extra heavy Sterling-Aluminum Enameled Ware Deep Stamped Tin Ware Shallow Stamped Tin Ware

Common Pieced Ware 'U. S.'' Pieced Ware Planished Ware Tinners' Trimmings

Metallic Sieves Japanned Ware Extra Heavy Japanned Ware Tea Trays

Britannia Ware Copper and Brass Ware Nickel Plated Ware **Dairy Supplies** 



Sheet Iron Ware Galvanized Iron Ware Etc., Etc.

The Central Stamping Co., 24 CLIFF STREET, NEW YORK CITY



## ATTENTION!!

Dealers, have you placed an order for

DEVAUX"

Sanitary-Metallic





Without Vegetable Chamber.

Made entirely of Galvanized Steel. Cylindrical in shape—with or without separate compartment for fruit and vegetables. Has REVOLVING, AD-JUSTABLE SHELVES.

Easily cleaned, as all parts are removable, and there are no corners to accumulate dirt and breed dis-

Finished in White Enamel inside and Imitation Oak outside.

WRITE AT ONCE FOR CATALOG AND PRICES

#### HOME METALLIC REFRIGERATOR CO.

ALBERT LEA, MINN.

Eastern Office and Warehouse 93 Reade Street, NEW YORK

## FREEZERS

THAT SELL

THEY EXCEL IN
Easy Running
Quick Freezing
Economy
Convenience
Practical Results

THEY ARE
Well Advertised
In Demand
Easily Sold
Satisfactory in Use
Of Known Reputation







THEY
ARE SOLD
BY LEADING
JOBBERS
EVERYWHERE

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book; illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U. S. A.



## BALDWIN REFRIGERATORS DRY AIR



E WERE THE FIRST TO TALK ABOUT **Dry Air** in Refrigerators about 35 years ago.

And "they" laughed at us—said it was an impossibility. A refrigerator with wet ice in it just had to be damp.

Now they call theirs "dry air" so we must have been right.

But now, same as 35 years ago, the Baldwin is the only perfect dry refrigerator on

the market.

Baldwin air circulation—different from the others—

Our catalogue shows 150 styles of the "Dry Air" kind — a line of them will please you.

Lined with Opalite Glass, Vitrified Steel or Porcelain, White Tile, Vermont Spruce and Metal, Oak, Ash and Softwood Cases.

## BALDWIN REFRIGERATOR CO.

**BURLINGTON, VERMONT.** 

M. E. STURTEVANT, 18 Warren St., New York City.

C. N. SMITH, 707 West 23d St., Los Angeles, Calif. W. P. HORN CO. 138 Front St., San Francisco, Calif.



Do you want the Refrigerator trade of your town? If you do, then you must sell the

# White Frost Refrigerator

WHITE FROST

because it is the one, and only one, Refrigerator that is strictly sanitary in every respect. Look at it, and note.

It is a beautiful piece of furniture, spotless outside and inside as the pure, driven snow, or finished in a rich golden oak.

It is a metallic refrigerator, cylindrical in form, made of galvanized sheet steel, and provided with 1½ inch air space between walls; thoroughly insulated with Maltha and Asbestos, the combination of which is recognized as the best material for insulation that has been discovered—certainly the most expensive. Solid brass trimmings.

It cannot shrink, swell, warp or decay. There is not one bit of wood large as a toothpick connected with it in any manner.

It is coated with enamel inside and out (excepting the ice chamber,) and this enamel is thoroughly baked on.

It is the handiest Refrigerator made. Has revolving shelves; no reaching over a pitcher of milk or jabbing a sleeve into a dish of butter. Just turn the shelf and everything is in front of you. The shelves are made adjustable, can be raised lowered or removed, and replaced in minute. Shelves are made of wire and beautifully tinned. Light and strong, with no surface to catch the drippings from an accidentally upset dish, but are always clean.

It is guaranteed to maintain as low a temperature and as dry an atmosphere in the provision chamber as any refrigerator made, and owing to scientific circulation, as well as thorough insulation, it is a great saver of ice, therefore the most economical Refrigerator.

Is handsome enough in appearance to adorn any room in the house. And it is everlasting in service.

Sells on sight, and every one sold brings another customer. It is the one Refrigerator that appeals at once to the desires of the buyer. It is reisonable in price, and is, therefore, the Refrigerator all the people want. Send today for our literature and prices—you cannot get close to a good thing any too soon.



"Dear Bob. I want you to buy me a White Frost Refrigerator."

Metal Stamping Co., 517 Mechanic St., Jackson, Mich.



## Every Buyer of CARPET SWEEPERS

#### Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

That Nationals are made in the most complete sweeper factory in the world

That Display stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE.



There's something new in carpet sweepers that IS new—ask us.

3030

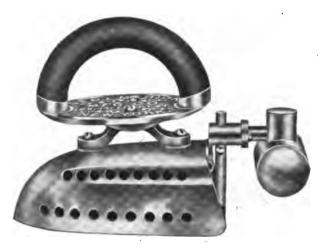
Get in early. Write to-day.

NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

# The Marion Self-Heating Denatured Alcohol Flat Iron

**FULL NICKLE FINISH** 



TWO SIZES 4 lb. AND 6 lb.

Each iron generates its own heat. The ideal flat iron for hot weather, as the ironing may be done out of doors under the shade of the trees.

The Marion Flat Iron is the only one which fulfills every requirement of the American house-keeper, viz.:

It absolutely protects the hand from heat.

It costs about one cent per hour to operate.

It is perfectly safe, clean and odorless.

It may be used at any time and at any place.

We guarantee that it is exactly as represented in this advertisement.

A Splendid Article, For Window or Counter Display or For Demonstration.

Write or ask for Prices and Descriptive Literature.

GEO. L. MARION MFG. CO.

129-131 Front Street. NEW YORK











WATCH OUT FOR OUR NEW TRADE-MARK





## JUST A HINT

These illustrations are only a few of the many good values in the

Wise Buyers' Line

**Eureka Garment Hangers** 

Exclusive Designs in Bath-Room Accessories, Moulding Hooks, Metal Rules and Squares, Cleavers and Mincing Knives

It will pay to get our Catalogue before purchasing elsewhere





FORSYTH MANUFACTURING CO. BUFFALO, N. Y.





The World's Carpet Sweeper

The Famous



true in the broadest sense it can be construed, it is only right that the trade should know the facts about a product they sell, and for which such strong claims are made. The title "The World's Carpet Sweeper" is justified by the fact that in every country of the globe where carpets and rugs are used the Bissell Sweeper is sold, and is the acknowledged leader. The Bissell Sweeper is known practically as well in Australia and New Zealand as it is in the United States, as it commands a good sale in this far away territory, and is advertised in the leading publications of these countries. The same methods of trade promotion that we are using here are with slight modification put into effect in foreign

How ridiculous the foregoing headline would be if it were not true. Being

Our special Easter offer now in force has been greatly appreciated by the trade, and thousands of dealers will avail them-

selves of its benefits before the offer expires May 1st. Write for copy of it.

#### **BRANCHES:**

NEW YORK LONDON PARIS NIAGARA FALLS, ONT.

## BISSELL CARPET SWEEPER CO.

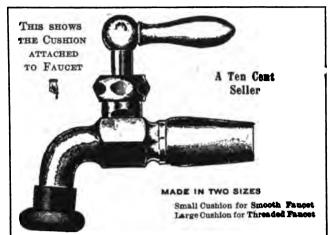
countries, with highly satisfactory results.

GRAND RAPIDS, MICH.

(Largest and only Exclusive Carpet Sweeper Makers in the World.)

## BUYERS' ATTENTION to

### THE PERFECTION FAUCET CUSHION



NO CHIPPED OR BROKEN DISHES

A boon to the housewife—consisting of a rubber cushion, which slips over the end of the faucet, preventing anything in hand from striking the metal. Anyone can readily comprehend its utility in the

KITCHEN, LAUNDRY, LAVATORY, BATH AND BAR

Let us show you a "Profit maker." The PERFECTION FAUCET CUSHION is the best counter seller on the market to-day; packed on attractive counter display cards. Sample and circular will be sent to any buyer on request.

#### OHLERKING & SMITH

Ex. Sales Agents

U. S. and Canada.

40 Dearborn St., Chicago, Illinois.







## OVENS FOR GAS, OIL, ALCOHOL AND GASOLINE STOVES

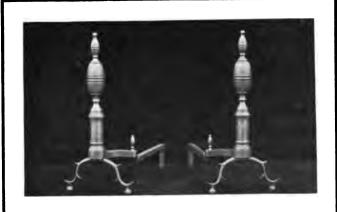
MADE BY

## THE S. M. HOWES COMPANY

Showroom, 40-46 Union St., BOSTON

Factory, 513-526 Medford St., CHARLESTOWN

Get our Prices---We will send samples on approval



## DO YOU HANDLE

**BRASS** 

## FIRE PLACE FIXTURES!

Then you have never had a better opportunity to purchase Andirons, Fire Sets, and Fenders, than now.

If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market.

We will deliver when you say so.

ANDIRONS, FENDERS, FIRESETS, CANDLESTICKS, DOOR KNOCKERS and HARDWARE SPECIALTIES.

The Rostand Mfg. Co., MILFORD, CONN.



IT IS THE "MIST-LIKE SPRAY" THAT MAKES THE

## FOUNTAIN SPRINKLER

THE BEST SELLER ON THE MARKET.

This Beautiful Mist Effect is Not Produced by any Other Sprinkler Made.

Retail Price \$1.00. Send for Sample Post Paid at Wholesale Price and let us Show You What it is Like.

The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get. one like it.

The STANDARD STAMPING CO.

Marysville, Ohio

Have you one of the Handsome Display EASELS? They help sell the Fountain

Ask us How to Get One FREE.



## TWO MONEY-MAKERS

Your Profits Governed Only By Your Push
The SCIENTIFIC TOASTER



Practical, Economical, Durable, Profitable.

Used on Gas, Oil, Vapor or Coal Stoves.

Sells for 25 Cents.

Pays a Good Profit

#### CHI-NEE CLOTHES SPRINKLER



Sells whenever shown. Holds a pint; fills through handle; distributes evenly. Saves time and trouble.

Retails for 15 Cents.

Write for Discounts.

The Syracuse Stamping Co.

114 South Baker Street, Syracuse, N. Y., U. S. A.



Vol. XXVIII

New York, May, 1908

No. 5

#### POINTERS ON BOOSTING SALES

Team-Work of the British Sales-Force. How English Merchants Organize the Selling End, and How American Department Managers Can Secure Better Results



HE MOMENT one steps into a large London shop things begin to happen," writes Tom Bigby, in the Saturday Evening Post. "You are met at the door by a substantial, self-contained personage in a black frock coat. He bends his head gravely as he asks what is wanted, and when told, receives your reply as though it were something having an ex-

ceedingly decisive bearing on a matter of international diplomacy—to say nothing, sir, of the kind personal favor to himself. Then he snaps his fingers and turns you over to an assistant, and presently you begin to learn that a London shop-assistant is radically different from an American department-store clerk.

"The keynote of our clerks is very often inattention.

EDITOR'S Note: Cuts illustrating this article, by courtesy of the Saturday Evening Post, Philadelphia.

#### In the Clutches of the Shop-Assistant

"Now, the keynote of the London shop-assistant is attention. The quality of this attention, unlike mercy, is often strained. It is no trouble for him (or her) to show goods. On the contrary, you may find it a good deal of trouble to get out of the shop without purchasing.

"What, sir! You see nothing that pleases? Dear me, sir!

"Mr. Hawkins is crestfallen. He hands you over to Mr. Lloyd as though you were royalty. If Mr. Lloyd, who is Welsh, can't sell you something, he passes you along to Mr. McAndrews, who is Scotch. If Mr. McAndrews is unsuccessful (there is but a slight chance in ten thousand that he will be) it is not possible to get out of the shop except by being given back into the custody of the personage who met you at the door. If you get away from him without buying it will only be after the utmost resources of the draper's art have been exhausted and the shop's entire stock shown up in the pleasantest way in the world. It will be most curious. It will be, to put it briefly, sir, most extraordinary!

#### Perhaps You Make a Purchase

Perhaps you make a purchase, however.

"Well, Mr. Hawkins comes from behind his counter while you wait for your change. Ostensibly he is going to chat about the weather. Really, sir, you musn't leave England, now, with the impression that this has been a representative summer! Unto him comes Mr. Lloyd, with a fine, soft steamer rug for

admiration. If that isn't tempting, then McAndrews joins the weather conference with some linen mesh underwear. You are deftly led to approve linen mesh in principle, and regret that regular sizes never fit | you. That doesn't dash Mr. McAndrews in the least. He will send your measurements to to Belfast and have the garments woven for you personally. Oh, there



isn't time, you say—in a week the steamer sails. Bless me! says McAndrews, you can have them in three days, sir.

"As you count your change the personage on the front door approaches with a casual meteorological observation; likewise, a steamer trunk for inspection. You admit the quality is good, but criticise the design. Ah, a very acute criticism, admits the frock-coated personage. We shall make one to your own design, sir. How? In our trunk-shop, sir! Where? Upstairs. When? If in a hurry, sir, the day after to-morrow.

"They are by no means done with you, either, when you finally get into the street. For the bundles delivered at your hotel will be accompanied with a personal missive from Mr. Hawkins, who remains yours faithfully, and sends cuttings of choice fabrics from which the Bespoke Department is prepared to make you an overcoat. Mr. Hawkins needs hardly say that, should you favor him with an order, he can assure you of satisfaction as regards fit and style.

#### Team-Work of the British Sales-Force

"Of course, some Americans find the London shop-assistant a bit over-attentive, but the American business man who has wrestled with this problem of building up a retail sales-force is usually struck dumb by the magnificent team-work of Messrs. Hawkins & Company. They load him up with merchandise, and he is so intent upon studying them he never stops to ask himself how he's going to get through customs.

"London's great shops have hardly been brought up to the level of our department stores in organization, equipment, capitalization, buying methods or advertising, but in the detail of good personal sales-

> manship they are strikingly efficient.

> "A capable London assistant will serve three to four hundred customers a day, reaching the latter aggregate on the long Saturdays, when some shops are open till eleven o'clock at night. He will serve several customers at once, too, giving them personal attention. In a press of business three or four assistants will play back

and forth into one another's hands, keeping everybody sweet and happy.

#### What Makes London Assistants Attentive

"Part of this efficiency is due to English courtesy; part of it is due to caste—the definite class distinction that makes the person who sells socially lower than the person who buys.

"But behind these there is a system of training, comprising a five-year apprenticeship in provincial shops and on the Continent; and behind that a system of fines and rules, and behind that still, an institution known as the "living-in-system," which is an excellent thing for the service, but a doubtful thing for the clerk.

"What makes the London assistant so very attentive when you deal with him, however, is a hard-and-fast schedule of fines imposed for inattention, of which a penalty known as the 'swop' is most interesting. The 'swop' may amount to only one shilling, but it is imposed whenever a clerk permits a customer to leave the shop without purchasing. Three 'swops' are usually equivalent to discharge.

"When an assistant has exhausted all resources to make a sale and failed, he prootects himself against the 'swop' in two ways. One is to hand the obdurate customer over to another assistant, who in turn becomes responsible. The other is to call the usher at the front door, who takes the responsibility

upon himself, and thus has a chance to rectify mistakes, to explain deficient stock or other shortcomings of the establishment.

"The 'swop' is only one of many penalties imposed in English shops. There are others covering errors in charges or addition, careless handling of stock, failure to make sales records, etc. They range from a penny to several shillings.

"As administered in some English shops, this fine system is not a lovely thing, but it might be modified to accomplish its end more mercifully."



#### The American Retail Clerk

So much for a glimpse at the British shop-assistant—what about his American cousin?

Most department stores in the United States employ girls and young women on their sales staff at weekly wages not calculated to foster a high standard of morality or to secure the best grade of help so far as intelligence and ability are concerned. While there are notable exceptions to this statement, there are other establishments which merit the pen of an Upton Sinclair, for the situation in which many of the sales-women find themselves in such stores is a disgrace to the establishment in which they work, an insult to the public they serve, and constitutes a smouldering volcano which some day will be revealed to public view in all its hideousness, and the consequent eruption of an outraged Public Opinion will destroy the mercantile establishments concerned by its condemnatory wrath.

There is not a well-informed man in the trade who is not aware, from his own knowledge, of the truth of what we say, and we know not a few men who, so far as they are able, see to it that everything is as it should be in the departments of which they are managers. If every buyer of house furnishing goods will follow this example, one of the great obstacles to the efficiency of the American sales-girl will be removed.

#### Cheap Help a Dead Loss

The point of what we have just said is this: contrary to the opinion held by such large corporations as are represented by American department stores (namely, that low-salaried clerks represent a distinct saving in operating expenses) cheap help is an extravagance and a dead loss—loss in prestige before the public, loss in efficiency on the sales end, whence profits and dividends are derived, and loss occasioned by driving trade to competitive establishments which maintain a better grade of help.

As everybody knows, the sales force is the intermediary between the "firm" and the "trade." The "trade" judges the "firm" by the respectability and efficiency of the sales clerks it employs.

The result of paying clerks "starvation" wages is that the clerk is forced to support himself or herself on a mere pittance, and as everybody employed in a department store must keep up appearances in some way, the consequence is "divided interests." The clerk does no more for the "firm" than he or she finds necessary to hold the job, no incentive is given to acquire proficiency in salesmanship, or a working knowledge of stock, so as to be able to talk intelligently to customers about goods offered for sale, or asked for by the trade, and as for the team-work of the British shop-assistant, this is quite beyond possibility.



It Will Be, to Put it Briefly, Sir, Most Extraordinary!

We maintain, therefore, that the "cheap-help" theory is wrong in principle, costly because it reduces dividends, and from an ethical and economic standpoint is absolutely indefensible.

Of course, the policy of the "firm" as to salary is not up to the department manager. He must take the help that is given him, and do the best he can

with it; nevertheless, if buyers in the trade will unite in demanding a better grade of help on the ground that they can thereby largely increase the volume of their sales, a long step forward in the right direction will be taken.

#### The Responsibility of Department Managers

But, while the department manager must take the help provided him, his responsibility is to do the best he can with it in order to insure his personal success in his chosen vocation.

This he can do by instructing his salesmen and

salesgirls in regard to the merits of the goods they sell, perhaps by permitting manufacturers' representatives, under proper restrictions, to explain to stock clerks the "talking points" of the goods sold to the firm; insisting upon courtesy and prompt attention being given customers and in devious other ways well known to the trade.

The training of clerks in salesmanship is directly in charge of the department manager, or buyer, and those who make the most of ther opportunities in this regard add materially to their success and reputation.

#### THE ESSENTIALS OF GOOD SALESMANSHIP

Anecdotes From the Experience of an Observant Shopper, and the Simple Requirements Needed for Success



GOOD FRIEND of ours recently went into a New York department store and asked for a machine to pare apples.

The girl sold him a machine, but he finally took it back to the manufacturers on the ground that it would not work."

The manufacturer soon discovered that there was a good reason why the machine would not work, since it was a potato parer and was not made to pare apples. Although the machine was stamped "potato parer," the girl did not know the difference between the two machines, and did not even take the trouble to look at the lettering on the apparatus, before selling it to the customer.

A great deal of dissatisfaction arises from just such causes and the buyer who is anxious to establish public confidence in his department and build up his trade will agree with us that knowledge of stock is absolutely essential to successful salesmanship on the part of his clerks.

#### A Knife "That Will Cut Meat"

A well-known manufacturer of table cutlery, finding a demand for a table knife "that will cut meat" recently manufactured for the trade a table knife of French pattern made of fine carver steel instead of ordinary table-knife steel and ground sharp ready for use. The handle is made of genuine ebony in one solid piece and has a patented hot-water-proof fastening which is warranted. The ferrule is made of heavy German silver in a fancy pattern and heavily plated.

In order to ascertain whether this knife was being properly introduced to the trade, the New York representative of these manufacturers went to one or two department stores where he was not known and soon found that the sales-girls knew absolutely nothing about this new table knife.

"Have you a table knife that will cut meat?" he asked.

The girl showed him a number of ordinary table knives and finally he pointed to the knives we have mentioned and asked her to show them to him.

"Is this knife made of good steel," he asked.

"Yes, sir," said the girl.

"What is the handle made of?" he enquired.

"Hard rubber, sir," she replied.

"Will the handles come off?"

"Why; yes, sir," she said, "I suppose they will, if put in hot water." Then she noticed the fastening, and said, "Of course, these handles are riveted on and they will not come off so easily as those cheaper knives."

"What kind of a ferrule is that?" said he.

"Oh, that is nickel plated," replied the girl.

As will be seen the sales-girl had every point of the knife entirely wrong, and yet the manufacturers had taken the pains to place in every box a letter written on the firm's stationery pointing out the superior qualities of this knife and the fact that it was made especially to cut meat, all of which facts render her ignorance inexcusable.

#### Where the Buyer Fell Down

This same gentlemen sold to one buyer a lot of these knives and, calling upon him later to find out how the knives were going, he was introduced to the manager of the store restaurant.

He gave to the chef a dozen of his knives, and said, "Throw these knives in with the rest of your cutlery and see how they work."

Going back about ten days later, the chef said to him, "Those knives are the best I have ever seen. Suppose you send us some more of them." The buyer said to him, "Well, if those knives are as good as all that, I think you had better send us over some to put in stock."

"You have them in stock already," said the cutlery man. "I sold you a lot of them nearly a month ago, and unless they are all sold out you have some of these !:nives on hand."

We are forced to admit that if the buyer himself does not know the merits of the goods he buys, it can hardly be expected that his sales-girls will be any better informed.

#### An Example of Good Salesmanship

The manufacturer whom we have mentioned arranged with a certain department store to send the saleswoman in charge of their cutlery department to the factory, at the manufacturer's expense, and there she was shown every process in the making of table cutlery.

When she returned to her duties she proved to be the best saleswoman they had ever had in charge of this department. She understood how cutlery was put together; the difference between a stag handle, and an imitation stag; she knew the qualities of steel that were used in different grades of cutlery and could answer with intelligence questions asked her by customers.

If a customer asked for cutlery for special purposes, she knew just what style of cutlery was wanted, and she not only held her trade, but multiplied it many times over.

While such a course of instruction is not feasible in all cases, it illustrates the point that knowledge of stock is essential to good salesmenship, and that it is a valuable asset to any firm that fosters it.

#### A Simple Way to Cultivate Intelligence

Talking with a Hartford buyer not long since, we were informed that he makes it a practice, when looking over a line of new goods, to send for the

stock girl in charge of the line and ask her opinion of the samples.

This affords the manufacturer's representative an opportunity to educate the sales-girl up to a working knowledge of the talking points of new goods and to give her interesting facts concerning how they are made, all of which information enables her to answer intelligently questions asked her by customers. This plan also gives her an interest in pushing the sale of the new stock, particularly if the buyer takes on the goods upon the strength of her recommendation. This policy puts it up to her to dispose of the goods, and the buyer informs us that he has secured excellent results from carrying out this idea.

#### Gaining the Confidence of Customers

If a customer gains the impression that a salesperson knows his or her business, and that he can depend upon the salesman, he comes to have confidence in what is told him and will buy from nobody else

We know of one woman who buys all her cloaks, suits and similar clothing from one New York firm, and she will deal with only one sales-woman in their employ. If this sales-woman is away, the lady simply goes back again some other time, because she has the most implicit faith in anything the sales-woman tells her, and she refuses to go anywhere else for her goods. The reason is this sales-woman is intelligent, speaks confidently and decidedly of what she is selling and has won this lady's confidence.

#### **Prompt Attention and Courtesy Needed**

Almost everybody knows to their sorrow of the inattention and lack of courtesy which characterizes many American sales-women.

We know of one instance where such a clerk was given a badly-needed lesson. A friend went into a store to buy some goods, and was kept waiting by the sales-girl in charge five minutes or more while she was telling another clerk all about the entertainment she was going to the next night. After she was good and ready, she turned around and said, in a superior sort of way, "Well, what do you want?"

By this time the customer had lost his patience and he said to her, "You know the rules of the house?"

"Yes, sir."

"You know the rules are that you should give prompt attention to customers?"

"Yes, sir."



"Well, why didn't you wait on me promptly, then?"

The girl offered some excuse and he interrupted her by saying, "I will overlook the matter this time; the next time will be the last." Then he walked over to a counter across the aisle and said something to the sales-girl there and walked out.

Doubtless the delinquent gained the impression that he was a member of the firm, and it is to be hoped that she was more careful in regard to paying prompt attention to customers thereafter.

There is no doubt that much ill feeling is created against a store by the inattention of its clerks, and the buyer who establishes some system whereby courtesy and prompt attention is shown to customers will add greatly to the reputation of the department.

#### Simple Requirements Needed

"I will admit what you say is true," said one department manager, while talking with him on this subject, "but what are we going to do to remedy it? It is easy enugh for you to point out the weak points in our system; but we want to know how we can overcome our difficulties."

To this question we answered, If you know human nature, you know the way out.

Take your own case.

Suppose you are a \$5,000 man and your firm pays you \$2,500. What is the result? You work under protest. You feel you are worth more, ought to be getting more; you become restless and dissatisfied; after a time you lose interest in your work; you "let things slide;" and in the end you either resign or lose your position.

There is only one hard-working person in any trade or profession, and that is the man or woman who is getting all that is coming to him, and who has incentive to put in his work every ounce of energy of which he is possessed.

If you as a department manager will put yourself in the position of your sales-clerks and try to understand their feelings in their humbler sphere of labor, you will very quickly see how you can win over their entire loyalty and co-operation. That is by offering them not fines and a rod for their back, when they make mistakes, but a premium for good conduct, efficiency in salesmanship and honest effort.

#### The Key to the Situation

This can be done in a very easy way.

Suppose you pay your average sales girl \$8.00 a

week. Get your cost clerks, or your accountants to estimate what volume of sales each girl must make in order to warrant you in paying her that \$8.00. Your net profits on her services begin to accumulate rapidly on every dollar she sells over and above that sum. Offer her a share in this net profit, and see what will happen. We may be mistaken, but we firmly believe that if you can persuade your firm to carry out this policy in your department it will not be long before the value of the plan will be so evident that it will become the prevailing policy throughout the store.

Customers will find the sales force ready and willing and prompt in their services. Goods will be hauled down from the shelves cheerfully; clerks will take pride in displaying the goods on their counter to the best advantage; every article in stock will be studied and the *esprit-de-corps* will be such that the store will gain an invaluable reputation for the excellence of the service rendered the trade.

#### Premiums Better Than Fines

There can be no question in the minds of intelligent business men of the fact that premiums on efficiency are better than fines for inefficiency, and since American department stores are admittedly superior to British shops in "organization, equipment, capitalization, buying methods and advertising," to quote Mr. Tom Bigby again, American department stores may be made the best in the world on all points, particularly on the all-important point of sales efficiency, by adopting the plan we have outlined above.

There is an old saying, "Molasses catches more flies than vinegar," and human nature is so constituted that most people—even employees—can be led much easier than they can be driven. The "fine" system of Great Britain has many evils, because it carries with it the old feudal idea of the inferiority of the working class, or peasants, whereas the profit-sharing plan we have outlined above is modern, suits American ideas best, and puts "self-interest" at work, thus offering the best possible inducement to every salesman and salesgirl to work early and late to increase his or her efficiency. This plan is positive, not negative in its effect, and would remove all need for fines, fault finding and close supervision, sometimes called "slave-driving," and the results in increased sales and good-will among customers would undoubtedly prove to be the best investment of capital in labor that the American department store could make.

THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ESTABLISHED 1892, By I. B. SCOTT

#### **Published Monthly** By the

#### TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President A. EUGENE BOLLES, Sec-Treas. ALBERT L. WYMAN, Editor

59-61 Park Place, New York (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United Stat	ries,	incl	uding	Car	nada	:	:	:	\$1.00 per annum \$2.00 per annum
Single Copies						•	•	•	. 10 cents

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

When in the New York market, buyers are cordially invited to pay us a

Vol. XXVIII

MAY, 1908

No. 5.

There is no section of the RE-The Problem VIEW of such manifest interest of Advertising to the trade as our Advertising Department. This month the bulk of the advertisements were sent us by interested readers for criticism.

The problem of writing advertisements that "pull" is no simple one. It is impossible to lay down any hard and fast rules, but in the main the chief requirements for turning out successful advertising copy are (1) choose your trade, and write in the language of the class of people you cater to; (2) describe your goods with exactness; (3) offer real value in every bargain; (4) illustrate your copy plentifully and (5) take pains to see your advertisements are well arranged, the typographical display is tasteful and harmonious and that the ad. is well balanced.

Dealers whose trade is drawn partly from farming communities should conduct a mail-order department. Use the telephone book for a mailing list, supplementing your customers' names, offer to fill orders promptly sent over the wire, and whenever you have a special sale send circulars to your out-of-town trade or marked copies of the papers containing your advertising. Fight the cataloguehouse with their own weapons and you will win your share of trade from the farmers.

When all is said and done, no An Incentive buyer of house furnishing goods to Labor can be successful unless he has a well-trained corps of sales-assistants.

British stores have a system of fines for infractions of rules, and do great team-work in persuading customers to buy goods, while their sales-assistants know their stock, both as to location and the quality of goods. Most American sales-girls and salesmen, however, lack these good points. They are careless, inattentive, and do not know their stock in detail-particularly new goods and goods infrequently called for.

Whatever the underlying causes for this state of affairs, there is no doubt but that successful buyers have methods all their own by which they secure the loyalty and co-operation of their sales-assistants, educate them up to a knowledge of their stock and stimulate all to a desire to establish new sales records from year to year. This is as it should be, and it may be said the best incentives to labor are not the "big stick," but prizes for efficiency in salesmanship.

In offering to the trade a Enthusiasm In a third article on the subject Good Cause of denatured alcohol, we feel, if possible, more enthusiastic than ever on the subject, for contact with those dealers who are handling the new line proves that we are fully justified in spending the time needed to put before the trade the facts concerning this new industry. Experience proves that we are enthusiastic in a good cause.

We feel this way about denatured alcohol; the industry is an entirely new one in the United States; its possibilities are practically unknown to the majority of retail merchants, particularly house furnishing dealers, who are destined to reap immense profits in the course of time from the sale of these goods, wherefore, the House Furnishing REVIEW owes it to the trade to give all the facts it can obtain on this subject in a simple, direct way, and not stop until every side of the question of interest from the retailer's point of view has been presentéd.

As the retailer profits most by pleasing his customers, and the making of profits depends upon sales multiplied by the dealers knowledge of, and ability to point out to his customers the possibilities of denatured alcohol for household use, we do not hesitate to discuss this subject also from the *customer's* point of view, for by so doing we assist the dealer in salesmanship.

Nor will we refuse to answer any questions the trade may want to ask, either now or in the future, and we shall state the facts as known to us without fear or favor.

We believe that industrial alcohol is destined to become as important an industry as Standard Oil, nor will we be surprised if the consumption of denatured alcohol for light and fuel in American homes eventually—within ten or twenty years, possibly sooner—exceeds that of kerosene oil, Meanwhile, retailers may justly look for a most satisfactory increase in their business in this field as fast as their local trade becomes educated up to what alcohol utilities will do for them.

Such being the case, the House Furnishing Review is not only warranted in dealing with so large a subject in a large and exhaustive way; it would even be remiss in its duty to the trade, and blind to its opportunities, if the Review failed to do what it is doing.

We believe the trade estimates this service at its true value, and we shall make no further statement regarding what we are doing, for we have already substantial evidence that both retailers and manufacturers of house furnishing goods are deriving considerable profit from these articles. Indeed, outside observers have not been slow to say that the house furnishing trade is to be congratulated upon having an organ able to serve its interests with so great a degree of foresight and efficiency.

Important Change in
English Patent Laws
Sold in the United Kingdom under the protection of British patents, may find these patents useless to them after August 28, 1908, if the foreign patent is more than four years old, and they do not operate factories in Great Britain "to an adequate extent."

This situation is brought about by Section 26 of the New English Patent Act, which provides that "any person may at any time not less than four years after the date of a patent and not before the 28th of August, 1908, apply to the Comptroler for the revocation of a patent on the ground that the patented article or process is manufactured or carried on exclusively or mainly outside the United Kingdom, and unless the patentee proves that the article or process is manufactured or carried on to an adequate extent in the United Kingdom, or gives satisfactory reasons why the article or process is not so manufactured or carried on, the Camptroller may make an order revoking the patent either at once, or after a specified time if the patented article ar process is not in the meantime manufactured or carried on within the United Kingdom to an adequate extent. If the patented article or process is not manufactured or carried on within the time allowed and the patentee can give satisfactory reasons for his failure to comply with the order, the Comptroller may extend the period specified in the order for a period not exceeding twelve months. An appeal can be made to the Court against the decision of the Comptroller under this section."

As is evident from a careful reading of this law, its object is to compel foreign manufacturers, whose products are sold on a large scale in Great Britain under the protection of English patents, but not manufactured in the United Kingdom, to become in effect English manufacturers by forcing them to establish factories in England, or suffer the loss of their export trade to British manufacturers who by process of law abrogate their patents and can thereafter make the foreign manufacturers products without payment of royalty. In other words, British patents are hereafter for the protection of British manufacturers only, and American and other foreign exporters, who cannot or will not make their product in English territory, will have the pleasure of seeing British manufacturers profiting by processes or patents obtained at home at great expense without being able to compete with them for a share in British trade.

As a matter of fact, the same law has also been made effective in Germany and Russia, and in these countries, as well as in Great Britain, American inventors are required to have some of their goods made in these grantor countries.

So far as reprisals are concerned, Representative Focht, of Pennsylvania, introduced a bill in Congress on April 23, 1908, the purpose of which is to put foreign inventors who receive patents from the American government on a similar footing in this country by requiring that one-half of their goods be manufactured here. The Congressman's sole aim is to retaliate in the empires mentioned.



"AN ALCOHOL STOVE DOES AWAY WITH THE HOT KITCHEN."

#### HOUSEHOLD ECONOMY OF DENATURED ALCOHOL

The Convenience of Denatured Alcohol in the Home. Its Economy for Cooking Purposes. Its Safety, and Why Alcohol is Economical to Use



VISIT to the Housekeeping Experiment Station at Darien, Connecticut, the home of Charles Barnard, contributing editor to the Century Dictionary on tools and machinery, and a well-known literary expert on household appliances, disclosed many interesting facts concerning the econo-

my and convenience of denatured alcohol appliances for household use, which are valuable for retailers to know, as they place in his hands reliable information enabling him to talk intelligently to his customers concerning the merits of this new line. Mr. Barnard's reputation for accuracy and care in conducting his tests as to the value and efficiency of household utensils has led many manufacturers of house furnishing specialties to submit their new products to him for a thorough tryout, and in many cases Mr. Barnard has not only been able to report favorably upon the completion of his tests, but also to point out possibilities

of improvement which have enabled such manufacturers to make their new specialties perfect at all points before placing them on the market.

The Housekeeping Experiment Station is not a laboratory or a workshop, however, as one might infer from its name—it is a bungalow, located at Cedar Gate, a beautiful park in an exclusive section of Darien, and is the home of Mr. Barnard and his wife. Here Mr. Barnard tries out new household appliances and modern housekeeping methods by actual use under regular housekeeping conditions, which enables us to tell not what denatured alcohol ought to do, but what it actually does do when used for light and for cooking purposes in rural homes.

#### **Lighting Public Streets**

"I have been maintaining an alcohol street lamp at my own expense for demonstration purposes," said Mr. Barnard, as we walked up from the railroad station together. "To-night the selectmen of Darien are to call on me and consider whether the town will instal some of these lamps to light the streets. The neighbors have been talking about what a brilliant light it gives, and my street lamp has done



GERMAN ALCOHOL-GAS STOVE.

more than anything else to awaken local interest in denatured alcohol."

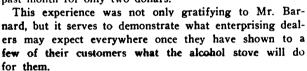
There is no doubt, judging from Mr. Barnard's experience, that if country dealers, who take up the sale of alcohol appliances, will light their stores, or the street in front of their homes with an alcohol street or arc lamp, the result will be an immediate wakening of public

interest in the new fuel. Even though the town does not adopt the lamps for street illumination, the whole community will thereby be led to investigate the merits of the alcohol lamps and stoves handled by the dealer.

#### The Advertising Value of the First Sale

As an example of the advertising value of the first sale, Mr. Barnard spoke of a minister's family in Noroton, a nearby town, who had been using a kerosene stove for cooking purposes. Everybody knows the foul odor with which inferior oil stoves fill apartments, where kerosene is burned daily, and the minister's family had become ill from this cause. Mr. Barnard placed at their disposal an

alcohol-gas stove, and not long after the minister said to him, "We are so delighted with our alcohol stove, its cleanliness, economy of time, money and labor, and its freedom from offensive odors, that we do not know how to express our gratitude to you for showing us what a wonderful fuel denatured alcohol is. Much to our surprise, we have been able to cook all the meals for our family of three during the past month for only two dollars."



#### Pitfalls to be Avoided

Mr. Barnard had one experience, however, which indicates certain pitfalls to be avoided.

Alcohol appliances are so new, and the proper way to use them so entirely unfamiliar to people that the dealer should follow his first sales into the homes of his customers and see that they know how to use their stoves and lamps properly. It is not enough to demonstrate the utilities to your customers at the store; whenever possible, call in a day or two after delivery to give further instructions.

Mr. Barnard provided a Darien restaurant with an alcohol stove, and calling around later found that the stove had smoked and sooted up the room the first time it was used. There was every indication that by mistake somebody had filled the reservoir with kerosene instead of alcohol, although the first time a new alcohol stove is used it may smoke a little while the anti-rust compound is burning off. After that, no further trouble need be expected from this source.

The point is, leave no avenue of criticism open at the outset, for your sale of alcohol lamps and stoves may

otherwise be needlessly hurt, and a prejudice be created against them unjustly. The alcohol stove cannot smoke, explode, or give off offensive odors, if used as it should be, and should anything go wrong through the ignorance of customers, the dealer owes it to himself to find it out promptly and show his customers why the article complained of gave unsatisfactory results and how to use the lamp or stove in the right way. Of course, after people become familiar with denatured alcohol all this will be needless.

#### The Convenience of the Alcohol Stove

"I am going to show you one thing about the alcohol stove impossible with any other," said Mr. Barnard. "We will have luncheon together, and you will see my wife make toast on the table, poach eggs and prepare the coffee. The alcohol stove thus does away with the hot kitchen, the servant problem, coal, ashes and dust, and makes cooking a pleasure."

And so it was.

GERMAN ALCOHOL-GAS STOVE,

We sat down to the table together. Mrs. Barnard toasted seven slices of bread on her alcohol stove, poached five eggs and made coffee, nor did this method of pre-

paring luncheon take any more time than the usual way. Indeed, we were able to enjoy the meal with the hostess free to join in the round of conversation, and everything was piping hot and waiting for us when we were ready to eat it.



Talking later about the cost of preparing meals on an alcohol-gas stove, Mr. Barnard said, "You will be surprised to

know how economical the alcohol stove is, even with alcohol at fifty cents per gallon, the price I pay for it. Here is a record showing what it cost us to prepare a recent breakfast. We used our two-burner alcohol stove, and coffee, cereal, bacon and an omelet were all ready to serve in twenty-seven minutes. Later we heated the water for washing dishes, and the entire cost was one cent and four mills—less than a cent and a half.



AN AMERICAN ALCOHOL GAS STOVE.

up, and gone to many times the trouble required with the alcohol stove which is as easy to operate as a gas range. Do you wonder that country housewives go into raptures whenever they see one of these stoves for the first time!"

#### The Economy of the Steam Cooker

"Of course, in cooking dinner, the cost is greater be cause it takes longer and there is more food to cook, but a dinner requiring three hours' use of the alcohol stove will cost about a cent and a half per hour, or four and a half cents. This is cheaper than coal and

"There is one thing to be said here, though," said Mr. Barnard, "and that is, people should use a steam cooker with their alcohol stove. You can cook an entire meal, meat or fish, vegetables, and dessert over one burner, the food will be better cooked, the flavor and the strength of the food will be preserved, and you can cook the vegetables and the dessert in the china serving dishes, thus saving the washing of pots and kettles. While the cooker may cost five or six dollars to start with, it is economical, sanitary, and will pay for itself many times over. Besides, Mrs. Barnard will tell you that it saves trouble, as she can start a dinner along early in the afternoon, go off calling for an hour or two, and come back and find everything ready for serving."

compares favorably with gas.

#### What a Gallon of Alcohol Will Do,

"In order to find out how economical the alcohol-gas stove is I made a comparative test of alcohol and coal for cooking purposes," continued Mr. Barnard, inviting the writer into his study where we looked over his records together.

"I took a gallon of alcohol, costing me fifty cents, and used it for cooking only. This lasted thirteen days; with it we cooked thirty-five meals, including breakfasts, luncheons, and dinners, the latter including four courses and requiring from two to three hours to cook. I found it cost us an average of three cents, eight and a half mills per day, and an average of one cent, four and a third mills per meal, and, as I have said, the gallon of alcohol lasted nearly two weeks.

"At this rate, we could have cooked all our meals with denatured alcohol for a month (31 days) for \$1.19. I have no doubt this fact will interest many city people, whose gas bills average high, but, of course, you must not lose sight of the fact that our steam cooker was a necessary, but legitimate factor in securing such results."

#### Comparison With Coal

"I have here my records of our coal consumption for cooking extending over a period of 148 days. I buy my coal by the 1,000 pounds at \$3.37 per half ton, and this table shows how long each lot lasted, average daily consumption and average cost per day.

#### Coal Consumption for Cooking

NO. DAYS HALF TON COAL LASTED.	AVER. CONSU	AVERAGE COST PER DAY §	
46 days	211/2	lbs.	\$.08
*32 days	31	lbs.	.10
*30 days	30	lbs.	.10
40 days	25	lbs.	. <b>08</b>

\*January and February.

§ Add one cent per day for kindlings.



THE HOUSEKEEPING EXPERIMENT STATION.

"Now," said Mr. Barnard, "you see the average daily cost of the coal for cooking for the 148 days was \$.09, and you must add to that a cent a day for kindlings, bringing the total average up to ten cents per day. This does not consider the trouble and labor of handling the coal, making fires, emptying the ashes and all that. With the alcohol, there were no kindlings, no dust, no dirt, no ashes, no heavy lifting, no waste, but absolute efficiency. Coal for cooking, therefore, is nearly three times as costly as alcohol for cooking purposes, so that alcohol at around \$1.25 per gallon would be as cheap as coal at \$6.75 per ton."

#### **Cleanliness of Alcohol**

"Yes," broke in Mrs. Barnard at this point, "and don't forget to say how clean and nice alcohol is to handle. It is so different from kerosene. You can spill it on the carpet or your dress and it does no harm; if you get it on your hands, the alcohol leaves them feeling cool, clean and sanitary. I think it is the greatest blessing of modern times"

One has only to see the beautiful home of Mrs. Barnard, its artistic atmosphere and abounding evidences of good taste and the careful housekeeper to appreciate this tribute to denatured alcohol.

#### Why Alcohol is Economical

"As you know," said Mr. Barnard, "the reason why denatured alcohol is so economical, to burn in lamps and stoves is because it is turned into gas, which is then



GERMAN ALCOHOL STREET LAMP.

mixed with air, and the mixture burned in the same way that gas is burned in a Bunsen burner.

"Alcohol burned through a wick in the same way that kerosene is burned, would be very expensive indeed, but when you turn the alcohol into a gas and mix air with it, a pint of alcohol will go as far as three pints or two quarts of kerosene. That is to say, with alcohol at fifty cents per gallon, one pint, costing less than seven cents, would go as far as a half gallon of kerosene, costing seven and a half cents.

#### How Alcohol is Burned

"Without going into technical details as to how alcohol is burned in a modern gas stove or mantle lamp, it is enough to describe the operation of lighting one. As you know, you pour a little alcohol into the cup beneath the burner of your stove or lamp, and light it. The burning alcohol makes the burner so hot that when you open the valve and let the alcohol flow through it, the alcohol turns into a gas. This gas in passing through the jets in the burner mixes with itself about one quarter of its own volume of air, and you get a hot blue flame precisely like that seen in the ordinary gas stove, which is itself also nothing but a modified Bunsen burner.

"In the case of the lamp, the burning gas makes the mantle incandescent, or white hot, just as illuminating gas does in the case of the Welsbach light.

"Everybody knows that when a liquid or a solid turns into a gas it expands to many times its volume as a solid or liquid; that is what happens to liquid alcohol in a lamp or stove.

"I think this explanation should make it clear to you as to why alcohol is so economical to burn, even at prevailing prices. When alcohol drops to around twentyfive cents per gallon, as it will in the course of the next few years after it has come into general use, even the poorest classes will find it to their advantage to use denatured alcohol."

#### The Safety of Denatured Alcohol

"While I do not wish to be quoted on this point, I should say that alcohol does not turn into a gas at less than 176 degrees Fahrenheit, whereas gasoline gasifies at much below ordinary temperatures; in any case, as you saw, you have to make the burner quite hot before the alcohol gasifies. Therefore, if you turn the flame low and the wind blows it out, the alcohol will go back to a liquid again, and does not fill the room with an inflammable gas, as a gasoline stove would. These facts are something your trade should not overlook in selling these goods."

#### Alcohol Lamps vs. Kerosene Lamps

"As between the alcohol lamp and the kerosene lamp I have made some interesting comparisons:

"First, as to heat radiation. Everybody who has a

central-draft oil lamp knows that it throws off a great volume of heat, making it uncomfortable to sit near and read by at night, or to use on a hot summer night. The alcohol lamp, on the other hand, uses its heat in rendering the mantle incandescent and radiates very little heat indeed.

"The quality of light an alcohol lamp throws off is three or four times as bright as an oil lamp, and is so near to sunlight that you can see to match colors by it. This is a great advantage to shopkeepers, as ladies can see to match silks, dress goods, etc., by the alcohol arc light as well as they can in the daylight.

"As to cleaning, I have found by actual test it takes from fifteen to seventeen minutes to clean, fill and trim three oil lamps, whereas, it takes only three minutes to make three alcohol lamps ready for use, because all that is needed is to fill them. The chimneys remain clean for a long time, as alcohol does not smoke or "blue" them as kerosene does, and there are no wicks to trim. Here is a great botheration done away with.

"As to the effects of the lamps on the air of the room, I placed an oil lamp in one of our rooms and shut the door. After it had burned an hour, the air was perceptibly foul, and after an hour and a half the air was not fit to breathe. Testing an alcohol lamp under the same conditions, the air of the room was apparently as sweet and pure at the end as at the beginning, as in using alcohol there are no offensive by-products."

#### Alcohol an Ideal Fuel

"Experiments made here at the Housekeeping Experiment Station during the past year prove to me that denatured alcohol is a safe, economic and an efficient domestic fuel, wherever the housekeeper desires a pleasant kitchen in which food may be cooked under the best sanitary and hygienic conditions," said Mr. Barnard, as the

writer made ready to return to the city, "and at the greatest possible economy of time, labor, materials and money.

"Of course, there may be accidents in using alcohol-gas, as there have been with coal, artificial gas, kerosene and other fuels, but the daily use of this gas at the Housekeeping Experiment Station for many months have failed to show a single explosion, fire or other accident that was more than a trifling mishap instantly and easily corrected. If a spoonful of alcohol is spilled and takes fire, blow it out. If a greater quantity takes fire smother it with a pot cover or dash a little water over it. Should you spill any on your clothes and set fire to it by accident, walk slowly over to the sink and pour water on it or brush the flames out with your hands. Do not run, CONSTRUCTION OF ALCOHOL and you will be safe."



LAMP BURNER.





H. WINDHORST, Lyons & Chabot, New York, writes: "I am enclosing herewith one of our Semi-Annual circulars. Can you offer any suggestions to improve same? What is your idea of it?"

Your circular, which we reproduce elsewhere, is well conceived, but we do not think your printer did justice to your copy. Not enough attention has been given to typographical display, nor has he

taken pains to feature such sub-divisions as "Gray Enamelware," etc. The consequence is the circular is flat and lifeless; there is too much sameness about it, and while it is readable, the circular is not one calculated to attract attention because it looks "cheap." The fact that this circular was distributed with Sunday newspapers probably secured for it a hearing, which accounts for the success of your sale, but we think better results will be obtained next time, if you insist on having your next circular given better typographical display, the subdivisions set off in box borders with feature headlines, and we also think your next circular will be better balanced if you have the firm name placed at the bottom of the "ad" instead of having two such strong features at the top.

K. K. Denniston, with the J. D. Purcell Company, Lexington, Ky., writes: "Am enclosing copy of 'ad.' recently used for opening our house furnishing exhibit, which proved a grand success. This is the best ad. I have ever had for good results. The saucepan, which was a good · value, proved a great drawing card for the entire advertisement. Have been watching the advertisements and comments on same in the Review and get great good for Am always open to suggestion. This exhibit which lasted one week, consisted of twenty demonstrations chiefiy of house furnishings, and a free class in cooking, proved a great thing for our basement, as it was packed from opening to closing. Do you think it would be advisable to run two of these exhibits a year, say another about October first? Or do you think that would be overdoing the business? Any suggestions on this through your valuable columns will be highly appreiated."

Answering your first question, we think your advertisement is a good one. The reading matter in your opening announcement is especially well written, and it is also well displayed. Our chief criticism of your advertisement is the fact that your printer has used linotype composition in many places where display type would have looked better. This is true of the two smsall squares at the top of the ad. and on the left hand middle panel. There is too

much white space here, and too little black-face type. The bottom half of the ad. would have been improved greatly by means of stronger head-lines, although it looks very well without rules. Taken as a whole, the advertisement is well balanced, readable, and well arranged.

Answering the second part of your letter, would say that we believe you could run another exhibit in October with good results. Of course, it would pay to feature fall specials at that time as you featured spring specialties in February. We might add that a similar industrial exhibit given at the Wm. Barr Dry Goods Company's store, St. Louis, by Mr. Wade last January proved so much of a success that Mr. Wade contemplates making this a permanent feature of his department. Whether this idea would work out successfully we have some doubts, as it seems to us people like a change and something new would have to be exhibited every week in order to maintain interest. Whether new goods could be obtained so frequently is open to question. We think that an industrial exhibit might be conducted for a month quarterly with a good prospect of success, and there is no doubt that demonstrations and lectures on cooking are a strong drawing card. Why not try a demonstration of alcohol utilities next to draw in your out-of-town trade. As these goods lighten the labor of those living in the country, they are essentially summer goods, and could be featured in June or July with good success. Let's hear from you on this point if you conclude to try it out.

Milton Meyer, of the Geismar-Meyer Company, Hoboken, N. J., writes: "I herewith send you one of the fourpage circulars, of which we are distributing 30,000 by canvassers and by insertions in newspapers. We are about to take possession of our new building, occupying 50 x 150 feet, with four selling floors and basement. The entire basement will be devoted to crockery and house furnishings. We are in the regular department store line."

Your circular, of which we reproduce one page above, is very good indeed. The headlines are strong and well displayed, and each page is well balanced. We like your idea of placing your illustrated bargains around the outside margin of the circular, and the way they are arranged. The two circles on the page with your special offers of much-needed articles—clothes pins and thread—at a particularly low price seems to us well calculated to draw trade and secure results. Altogether your circular is one of the best of its kind we have seen, and we particularly like its small size (12x18), which makes it handy to hold and to read.



See other side



A. F. Breton, of the Curran Dry Goods Company, Waterbury, Conn., brought in his advertisement\* in person for criticism, and one point of difficulty developed which no doubt is common to many advertisers—the difficulty of getting the printer to follow instructions on copy, or take the pains with it he should, especially in newspaper offices where everything must be done in a hurry. The chief criticism of this copy is typographical errors, and failure to strengthen certain lines evidently intended in the original copy to have been put in larger type. The only way in which this trouble can be overcome is for advertisers in preparing copy to take pains with the layout, specify what lines are to be featured and what lines can be set in smaller type. It is also well to send to the printer a layout of the border arangement wanted, and print in the feature lines with ink in lettering of about the size of type wanted. This will help out amazingly, and will prove a practical substitute for the more complete and technical specifications given by advertising experts who are in theory, if not in practice, practical printers.

A striking single-column advertisement is that of the Columbus Dry Goods Company,\* Columbus, Ohio, which runs the depth of the paper. This copy is run daily, and gives special bargains for each day in the week. There is little difficulty in securing good display and excellent typographical effects with an advertisement of this kind, and its unusual shape should attract much attention.



The four-inch, double-column advertisement of chafing dishes by W. H. Barnard & Company,\* Norfolk, Va., is ideal. The typography is tasteful, the arrangement of cuts striking and appropriate, and the use of white space shows the experienced ad-smith.

Another four-inch, double-column advertisement is that of imported enamelware by the Patrick Hackett Hardware Company,\* of Ogdensburg, N. Y. The cuts are made to tell the story of the advertising, and the simple fact that the enamelware is imported and the color is given is strengthened by a suggestion of superior quality by the use of the trade-mark. This bears the earmarks of a clever advertiser.

Stuart's,\* of Canton, Ohio, suggests a right way to use the small ad. to good advantage—that is, by offering one good bargains each day. This special bargain can be illustrated and described to good advantage, and it suffices to draw trade to the store to whom may be shown the entire stock after they call.

The Oriental Company,\* Salem, Ohio, advertising kitchen helps shows a good advertisement. We are not particularly well impressed with the stock cut, "Household Goods," and think a cut of the Savory roaster would have been to better advantage. The quoting of prices is an excellent feature of this ad.

<sup>\*</sup>See Page 36.





#### DO DEMONSTRATIONS PAY?

The Objections to Demonstrations, and Their Advantages.

The Argument for the Retailer and the Manufacturer

the question, Do demonstrations pay? This is a question both manufacturers and retailers are asking, and as their problem is practically mutually identical, we will take up the question from the retailers' point of view.

Most retailers who oppose demonstrations, argue about as follows: We do not see why we should advertise unknown articles, create a demand for them, and spend time and capital in promoting the sale of other people's goods. We are in business to make money and to supply the public with what they want and ask for. We

can make the biggest profit by keeping expenses down, which means by selling goods for which there is an existing demand. If we were to take up every new line, no matter how good, we would have to do more advertising, expend more effort and employ a higher grade of help at increased cost for wages, and we doubt whether the profits would increase to the degree that would warrant us in increasing such expenses. Therefore, we do not see why we should conduct demonstrations of new goods.

So far as demonstrations of goods extensively advertised by the manufacturer is concerned, this is different, it is true. But what good will the demonstration do us? We must give up valuable space in our house furnishing department, advertise the demonstration at least twice a week, using costly copy better devoted to our staple lines, and in the end the demonstrator will sell few of the goods. After the demonstration is over the public will forget all about the demonstration, and we are as badly off as before. Of course, the demonstration may help to attract people to our basement and thus sell some of our regular stock, but a special sale will serve the same purpose to better advantage.

#### Do Demonstrations Pay Retailers?

The question is, are the arguments of the retailer conclusive? The question is not one of opinion, but of fact. The answer is best given by drawing upon the experience of those who conduct demonstrations and know what can be accomplished by this method of merchandising.

To properly answer this question retailers should look at it from the point of view of the public. That store is most successful that best serves the people and caters most to the interest of its customers. Let the department manager put on his hat and coat and mix with his customers, listen to what they say and join with the people who come to buy his goods. A few experiences of this kind will do more to open his eyes to the truth regarding the success (or want of success) of his department than a bushel of eloquence.

#### **Demonstrations Create Good Will**

The first thing Mr. Buyer will learn upon mixing with his customers is that demonstrations create good will.

"Oh, what is this they are doing over here," exclaims Mrs. Smith to Mrs. Jones.

The two women trot over to the demonstration booth and listen to what the demonstrator has to say. They examine the article. If it sells for a few cents they may buy one because of its novelty; if it costs several dollars and they have no need of the article just then, neither Mrs. Smith nor Mr. Jones will buy one, but both of them will take a circular away with them and file it away for future reference. Its merits will be discussed at the dinner-table when the husband comes home or at some other opportune time, and the memory of the article will remain until the need for it arises—then Mr. Buyer will have the pleasure of seeing Mrs. Smith walk in and ask for the article she saw six weeks or several months before.

It is these "come-backs" that constitute the most valuable asset in retailing merchandise, and this feature of the pulling power of demonstrations is a proven fact well known to both manufacturers and retailers who feature them.

#### The Three Factors Needed for Success

The next thing that Mr. Buyer will learn from his investigation is that not everything offered him is suitable for demonstrations, and he must study how to "pick the winners."

How he can do this Mr. Charles Herman, of the Rothenberg Store, New York, pointed out to us in a recent interview.

"Three things are needed to make demonstrations successful," said Mr. Herman. "I have learned that you must have a good article, a good crowd and a good demonstrator.

"If you have a good demonstrator and a good article, but a small crowd, your demonstration will fail.

"If you have a good crowd and a good demonstrator, but a poor article—one that will not stand the test of home use and please the customer—your demonstration will fail.

"If you have a good crowd and a good article, but a poor demonstrator, one who cannot interest people, convince them of the merits of the article and create demand for it, your demonstration will fail.

"All three 'goods' must be delivered and when they are combined in equal proportions there is nothing I know of more helpful to the profits and welfare of the house furnishing department.

"So far as demonstrations of new specialties is concerned," continued Mr. Herman, in answer to a question, "I think it foolish for department managers to limit themselves to goods for which the manufacturers have created a demand by general publicity or other methods. That would be like a man prospecting for gold and finding diamonds passing up the diamonds on the ground they were not what he was looking for.

"If a salesman shows me an article that is brand new and I believe it to be of genuine merit, I will take it and demonstrate it. The result is our store gets a reputation for progressiveness and enterprise that is invaluable to us."

#### **Demonstrations and Sales Clerks**

"There are two sides to the question as to the after effects of demonstrations so far as our clerks are concerned," said Mr. Herman. "One side is that a tactless demonstrator, being irresponsible to the store management, can disorganize the sales-force by telling our clerks they are foolish to work for so much when they can get so much more acting as demonstrators. Then again, when we advance some of our clerks to posts as demonstrators, they cannot stand prosperity, become dissatisfied and finally quit or are discharged. Manufacturers should insist upon their demonstrators minding their own business and paying strict attention to their own duties, and department managers should use discretion in selecting sales girls for promotion.

"These objections are matters of detail, however, and common to every employer's experience.

"The other side of the question is that demonstrators, who have judgment and ability, stimulate our sales clerks to a better application of salesmanship, educate our force to a knowledge of the selling points of new goods, and pave the way for greater efficiency all along the line. There is no doubt in my mind that demonstrations pay and I speak from knowledge gained by actual experience."

#### A Word to Manufacturers

In concluding this brief article, we have this to say to manufacturers. Demonstrations pay better than general publicity (although the latter cannot be dispensed with) because in advertising you talk at long range against forty pages of other advertisers among whom you are lost in the shuffle, whereas from your demonstration booth you talk personally with crowds of customers, show your goods as they are, distribute circulars that are preserved for future reference, because the recipients have a personal knowledge of the goods, and if you make no sales at the moment, sooner or later the bread thrown upon the water during the demonstration period will come back through the retailer.

#### The Experience of One Manufacturer

Talking with Miss Hendrickson, General Manager of the Stillman Safety Lamp Company, of New York, on this subject, we were informed that there is an increasing demand for demonstrations in almost every section of the country.

"We distribute circulars illustrating our lamps and lanterns," said Miss Hendrickson, "and we have plenty of evidence that these circulars are preserved. Not long ago a customer came to our New York office and bought a considerable number of our lamps, showing a circular that we had not issued for two years. In another instance we received an order from Denver enclosing a booklet distributed a year before. Where this customer picked up the booklet we do not know and these are only two instances out of many that convince us that demonstrations are of the utmost advantage to manufacturers when placed in stores where the crowds go."

#### A Nut for Buyers to Crack

"That buyers who refuse to look at goods offered them by salesmen are not only discourteous but foolish is shown by this fact," added Miss Hendrickson. "A Brooklyn buyer tells me he knows whenever Brooklyn stores are conducting a demonstration of our lamps because his charge customers begin to come in and ask for them.

"They say to our demonstrators, 'Your goods are handled by Smith's, are they not?' "Yes; well, I have a charge account down there and I will order one from them."

"Suppose Smith's buyer has not only failed to put our lamps in, but also refused a hearing to our salesman when he called. What will he do when Mrs. Charge Customer comes in and asks for our lamps? He has not got it, does not know where to get it, and probably does not know a safety oil lamp exists. What impression does his regular customers get of him when they find out they know more about goods in his line than he does himself?"

This is a fair question and we will leave it for whoever will to think it over.



Albert Rothschild

LBERT ROTHSCHILD, who travels the Western A States for Frank & DeKeyser of New York City. putting out their line of bath-room fixtures and household specialties where they will do the most good, says that he has had eighteen years of expedience in the line, although his picture will bear testimony to the fact that he does not look it, and is "good to be in the ring" for another such period. Mr. Rothschild was with Stransky & Company for twelve years, and has spent the past six years with Frank & DeKeyser, a brief interval having been devoted to business on his own account, which through lack of capital he was forced to give up. Mr. Rothschild is well and favorably known throughout the Western trade and has acquired his share of "Western hustle," as evidenced by the fact that his sales have been increasing from year to year.



ILLING & MOULD, of Troy, N. Y., have incorporated with a capital of \$10,000 to operate a department store.

JOSEPH Bros., Elmira, N. Y., are planning to erect a big department store in that city.

It is reported that a new \$50,000 department store will shortly start in business in Rreading, Pa.

OLDS, WORTHAM & KING, Portland, Ore., will erect a large five-story building for their use, and it is reported that another department store building will also be constructed in the down-town district.

THE BOSTON DEPARTMENT STORE, Boston, Mass., a new firm of which Mr. J. S. Bailey is manager, will open a new department store.

WARE & DAILEY have opened a large department store in Passaic, N. J. The company owns large and successful department stores in big cities in the States of New York and New Jersey.

THE DUNLAP COMPANY, Shenandoah, Pa., have opened a branch store on East Center Street.

THE KLAUSNER BROTHERS DRY GOODS COMPANY, Newark, N. J., have incorporated with a capital of \$5,000 to conduct a department store.

E. W. Edwards & Son, Syracuse, N. Y., have incorporated with a capital of \$1,000,000 to operate department stores.

GEO. B. WAITH COMPANY has been incorporated with a capital of \$2,000 to operate a department store in Ellington, N. Y.

THE MURDESON DRY GOODS COMPANY, Buffalo, N. Y., will operate a new and handsome department store in Niagara Falls. The fittings of the new store are elaborate, and an electric elevator and all the latest appliances and conveniences are installed.

E. Rosenwald & Son, who conduct a large department store in Las Vegas, New Mexico, are planning to erect a new building for their use.

THE CLARK & SANDS COMPANY, Worcester, Mass., has been incorporated with a capital of \$10,000 to operate a department store. President, Alvah F. Clark; treasurer, Douglas T. Sands, and clerk, Lester M. Bacon, all of Worcester.

A. F. Ross & Company, has been incorporated at Newburyport, Mass., with a capital of \$25,000, to handle household goods. President, Eleazer S. Pike, Malden; treasurer and clerk, Joseph H. A. Currier, Newburyport.

GARANT & COMPANY, Saratoga Springs, N. Y., has been incorporated with a capital of \$25,000 to conduct a department store.

THE ADAMS-FLANNIGAN COMPANY, of New York, has been organized for the purpose of taking over the business of Fellows & Smith, the department store in the Bronx, which recently went into bankrupcy. The new

owners are building additions to Fellows & Smith Store, and will give to the Bronx a large and modern department store. John Flannigan and Thomas E. Adams, a son of one of the directors of the O'Niel-Adams corporation, are interested.

THE FIFTH STREET STORE, Los Angeles, Cal., has taken over the stock and fixtures of the Central Department Store.

It is reported that a department store with a capital of \$1,000,000 is being organized in Atlanta, Ga. The building of this concern will be erected on a prominent business street in this city.

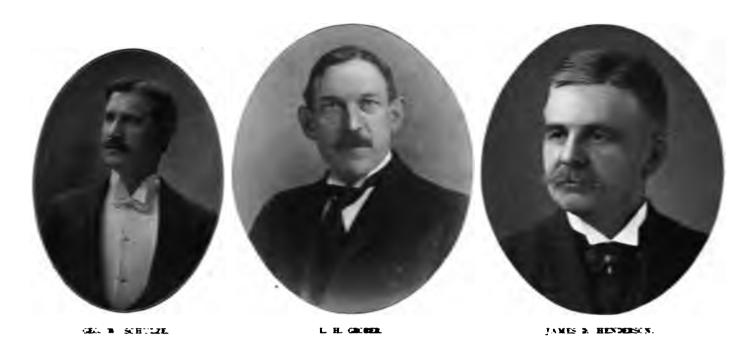
THE L. S. DONALDSON COMPANY, Minneapolis, Minn., are receiving the congratulations of the trade upon the beautiful booklet they have recently issued concerning the "Donaldson Glass Block." This booklet is printed upon calendared paper and a handsome tint-block is used throughout. The illustrations are unusually excellent and show a store which is equal or superior to many of the leading stores in the largest cities of the United States. Every department is equipped with the finest of fixtures, furniture, etc., to say nothing of store decorations, and the ground arrangements are of the highest class. We congratulate the L. S. Donaldson Company upon the splendid showing made in this beautiful booklet.

#### A Modern Delivery System

When one makes a purchase anywhere in Abraham & Straus's new store in Brooklyn, N. Y., his parcel is dropped into a hole, and that is all he knows about it until it arrives at his door, all covered with peculiar marks and signs.

But when it is dropped into that hole it falls on an endless belt and is off on a long and intricate ride. It is carried on various systems of belts until it passes out of the main store under Livingston street and into the complex delivery room in the new building.

There the bundle, if on a charge or C. O. D. account, drops in front of reference clerks, who instantly verify the name and account. Then it passes on to other clerks who check and recheck and check again, so there can be no mistake, until the "endless" belts have carried it to the sorters, who work with the skill and agility of trained postal clerks. Apparently with ease and indifference they throw packages, large and small, here and there, and the packages disappear and continue on the journey until they arrive in a cage over which presides a driver, who knows his route and the patrons of his employers' store on his route as thoroughly as a postman knows his route. To one who has wondered how his tiny parcel is delivered promptly in all the daily rush of business, the mystery is explained by an inspection of this system.



#### WELL-KNOWN MEN OF THE ROAD

Knights of the Grie Known to the House Furnishing Trade in the United States

#### L. H. Greber

H. GROBER of Covergion Ky. is a Tkright of the emp." who has returned to his first leve after havmg spent fifteen years in the retail chima and house formishing goods business in Covington up to the summer of 1907. Mr. Griber niw travels through Coximnat. and vicinity, central Kentucky and southern Indiana, and during his long experience as retailer and sales agent in this territory has acquired a wide acquaintance in the trade. Mr. Grober is a manufacturer's agent and represents a number of manufacturers including the Iron City Tin and Japan Company, of McKees Ricks, Pa.; The Riyal Pilished Steel Riester Company, Troy. Ofno. and the Alumimm Cooking Utensil Company, of Pittsburg. Before be went mit the retail business. Mr. Grober had been a traveling salesman, so that his trips from city to city are no new experience for him.

#### George W. Schulze

represents E. B. Estes & Sons of New York, and calls on of several bouses and finally drifted into the regular comthe trade in Greater New York. Mr. Schulze has been with ... mission business, becoming a manufacturers' representahis firm for two years pass, and supplies special wood turning tive. Mr. Henderson new represents seven of the bestto nearly every manufacturer in the greater city, wherever known metalware manufacturers in the country and has a wood enters into the making of their line, and enjoys busi- business of considerable proportions.

ness relations with the largest, as well as the smallest, manufacturer. Mr. Schulze also provotes a line of novelnes for the use of the large policing trade. To the men who travel from ony to ony. New York seems like a small territory, but its multitude of manufacturers and many square mues of ground covered by the greater city, keeps Mr. Schulze as busy as some others of the traveling fraternity, who cover longer stretches of territory in their travelings to and fro.

#### James D. Henderson

AMES D. HENDERSON, of Philadelphia, Pa., is one of the oldest traveling men in the trade. Some thirty oid years ago he went on the mad for the celebrated house of the Lalance & Grosjean Manufacturing Company, who were then located at 89 Beekman Street, and traveled constantly from New York to the west as far as Denver. After traveling for them for some twelve years. be purchased an interest in the bouse of Benham & Stoutenborrough of New York and ran that business under the ONE OF the Metropolitan salesmen well known to the name of Henderson & Stottenborough ten years. Leav-biose formishing trade is George W. Schulze, who ing New York, he went to Philadelphia in the interests



E. H. Bentley, formerly buyer of house furnishing goods for Trask, Prescott & Richardson Company, Erie, Pa., who is now located in Columbus, Ohio, left a record behind him in Erie to be proud of. As announced in a former issue, Mr. Bentley and his assistants won the first prize of \$50.00 in gold by a gain of 24.8 per cent. over the same week in the preceding year during the first department managers' sale, and in the second sale contest of the same kind held the week ending March 28, 1908, the last week of Mr. Bentley's connection with this firm, his department again won first prize of \$50 by a gain of 373 per cent. in sales. As the next highest gain made by any department was 19.9 per cent., the splendid record made by Mr. Bentley and his assistants is worthy of comment.

Mr. I. Halpern, buyer of house furnishings for the Pettis Dry Goods Company, Indianapolis, Ind., will marry Miss Frieda Pink in July of this year. Mr. Halpern is one of the most successful and progressive buyers in the trade, and is receiving the congratulations and good wishes of his many friends.

A REPRESENTATIVE of this paper, who visited the office of the Lisk Manufacturing Company, in Canandaigua, N. Y., was informed that, according to present indications, the business would be out of the receivers' hands within 60 or 90 days. The firm is doing a good business and is gradually getting financial matters in a satisfactory condition. The Reed Manufacturing Company, of Newark, N. Y., has been released from receivership and its business is running ahead of last year in volume.

LANDERS, FRARY & CLARK, Meriden,

Mass., have moved their Boston office to 157 Summer St. Thomas C. Meehan has joined forces with the new Elting, Siegel & Company's store at Trenton, N. J., as buyer and manager of house furnishings, china and toys. Mr. Meehan requires but little introduction, having been so closely identified with the trade for a number of years both as buyer and traveler. He has an army of friends and they all wish him the greatest success in his new position.

THE M. B. MACE COMPANY, New York, has been incorporated with a capital of \$5,000 to manufacture ice cream freezers.

CHARLES SCHAAD, Brooklyn, N. Y., has incorporated with a capital of \$1,000 to manufacture ladders, etc.

THE RANGE MANUFACTURING COMPANY, Springfield, Mo., is organizing with a capital of \$50,000 to manufacture steel and malleable rangse, permitting the use of either wood or coal for fuel. Incorporators are major D. D. Berry, F. X. Heer and A. J. Eisenmayer.

THE UNIVERSAL HOLDING & MANUFACTURING COMPANY, Portland, Me., has been incorporated with a capital of \$500,000, to manufacture wooden articles. President, J. E. Chase; treasurer, G. J. Jason, and clerk, B. G. Ward, all of Portland.

THE FORT WAYNE REFRIGERATOR COMPANY, Ft. Wayne, Ind., has organized, with a capital of \$50,000, to manufacture sanitary refrigerators, to be made of glass and steel. The president of the new concern is C. A. Dunkleberg; treasurer, S. M. Foster; secretary, Albert E. Schaaf.

THE AUTOMATIC SEWING MACHINE COMPANY, of Cincinnati, O., has been incorporated, with a capital of \$50,000.

THE LYON & SON MANUFACTURING COMPANY, Newark, N. J., has organized with capital of \$125,000 to manufacture buttons, brass novelties and silverware.

Grinberg Bros., New York, has incorporated with a capital of \$100,000 to manufacture gas and coal stoves.

THE PETRILLO CLOCK COMPANY, Boston, Mass., has organized with capital of \$50,000. President, Joseph Petrillo; treasurer, Antonio Mele; clerk, James J. Tracy, all of Boston.

THE BRUNSWICK BALKE-COLLENDER COMPANY, of New York, manufacturers of household refrigerators, etc., now occupy elaborate quarters in the Builders' Exchange Bldg., 29-36 W. 32nd Street. They burned out in the recent Parker Building fire.

THE CHRONOGRAPHIC ENAMELING COMPANY, 153 La Salle Street, Chicago, has incorporated with a capital of \$20,000 to manufacture porcelain enameled metal articles.

THE SANITAX BRUSH COMPANY, Chicago, Ill., has organized with a capital of \$25,000 to manufacture and deal in brushes.

PETER F. PIA, 127 White Street, New York, have incorporated to manufacture toys. The capital is \$7,500.

THE PRYOR MANUFACTURING COMPANY, Chicago, Ill., have organized to manufacture metal specialties. The capital is \$50,000.

THE NEW CENTURY NOVELTY COMPANY, Jersey City, N. J., has organized with a capital of \$100,000 to manufacture hardware and hardware supplies.



I. HALPERN



## WHO MAKES THE



# GLASSWARE and is it the best?

ASK THE DEALER.

A. H. Heisey & Co., Inc.

NEWARK, OHIO.

New York Sample Room

No. 25 West Broadway

A. A. Bean, Agt.

Baltimore Sample Room
122 West Baltimore St.

H. S. Bokee, Agt.

Philadelphia Sample Room 1035 Market St., T, Downs, Jr.. Agt.



GILL CLAY POT COMPANY, Muncie, Ind., has incorporated with a capital of \$30,000.

It is reported that the old Mansfield Glass Factory in Lockport, N. Y., has been sold for \$6,500. The assessed valuation of the plant was \$175,000, and one single machine used in the manufacture of fruit jars cost more than what the entire plant sold for.

WILLIAM ISAACS' Sons., Inc., Brooklyn, N. Y., has organized with a capital of \$1,000 to deal in glass, glassware, etc.

THE HOBBS' GLASS WORKS, London, Toronto, Can., has been destroyed by fire with a loss of \$300,000. The loss consisted principally of stock.

THE DOSE TUBE STOPPER COMPANY, New York, has been incorporated to manufacture glassware, corks, etc. Capital, \$25,000.

VAN STEINBURG & HURST, Colorado Springs, Colo., have opened a first-class china and house furnishing store, and have discontinued handling everything in the dry goods line.

CARPENTER & PIERCE, Troy, Pa., have added a new china department to their already extensive business.

THE JUST-TUNGSTEN ILLUMINATIQG COMPANY, New York, has incorporated with a capital of \$250,000, to manufacture electrical bulbs, lamps and globes.

Vogt & Dose, New York, have been incorporated with a capital of \$25,000, to handle imported china and glaassware. The directors are Charles Vogt, H. G. Freeze and William Nagel, all of New York.

M. F. KAAG & Sons, Ft. Wayne, Ind., have the reputation of being one of the largest importers and jobbers of crockery, glassware, and imported French, German and Japanese china in their section of the country.

CHARLES AHRENFELDT & Son, New York, have incorporated their business with a capital of \$10,000. They are importers and exporters, and commission merchants for china and glassware.

HERMAN F. ROGERS, Huntington, N. Y., has opened a salesroom for cut glass, chinaware, and furniture.

THE G. W. DRAKE CUT GLASS COMPINY, Corning, N. Y., will be offered for sale again some time next month, as only \$900 was bid at the sale conducted by the receiver in April. Although said to be worth at least \$20,000 and inventoried at \$12,500, the small sum mentioned was the only bid offered.

THE A. L. BLACKMER COMPANY, INC., of New Bedford, Mass., manufacturers of cut glass, have assigned.

FISH Bros. & COMPANY. Nashville, Tenn., have moved to a larger and better location, and will increase their stock of chinaware.

THE PLANT of the Conneaut Lamp Company, Warren. Ohio, which is controlled by the National Lamp Company and which will be devoted exclusively to the manufacture of the new tungsten lamp, will soon be in operation. The Packard tactory in this city will also soon be turning out this same kind of a lamp.

A NEW CUT GLASS PLANT has been put in operation at Bowling Green, Ohio, by Pitkin & Brooks, the firm having closed its plant at Chicago Heights. The firm which originally operated the Bowling Green plant removed its molds and other chattels to Jeannette, Pa., where a new factory has been started in connection with the business of the McKee-Jeannette interests.

MR. M. S. Koch, who has been with Messrs. J. Rosenblatt & Company, china importers, Baltimore, Md., nearly fourteen years, has resigned his position and is now representing factories for the Southern territory. Mr. Koch has established himself in Baltimore as a manufacturers' representative, and has secured the accounts of some well-known firms. As Mr. Koch is well acquainted with the trade in his section, including Baltimore and Washington, he has many friends who wish him success in his new position.

REPORTS from E. Liverpool, Ohio, indicate that the china trade this year is likely to be as much as in 1907, although the bulk of business will be done in the later months of the year. A large amount of business is being placed for fall delivery, and most of the potteries are working nearly to full capacity. The discovery of immense beds of china clay in Texas has led many pottery manufacturers to prepare for making china dinnerware instead of porcelain and semi-porcelain goods, which have been staple products during the past few years. The manufacture of art pottery is making a wonderful advance, and while some claim that seventy-five per cent. of the art pottery sold in the United States is imported, nevertheless American manufacturers are fast coming to the front, as is shown by the sales of a large art pottery of Zanesville, Ohio. This firm started to export last year, and its ware was sold extensively in England, Germany and Australia, Russia and France. The domestic sales have been growing rapidly, and this year will see several new art potteries placed in operation in the Ohio Valley District.

## "VOLLRATH"

STEEL - and - CAST IRON

# ENAMELED WARES



## Vollrath Double Roasters



### Self-basting.

No buttons, ridges or grooves.

Easily cleaned.

The top is dished, producing the Centre Drip.



Our constant aim is to produce only the HIGHEST QUALITY of steel and cast iron wares and our "40 years of knowing how" finds us making the only COMPLETE LINE of HIGH GRADE enameled ware made in this country. You see VOLLRATH WARE in every big store in New York and Chicago, and some day you, too, will learn that your greatest profits and satisfaction to your trade lie in a

COMPLETE AND HIGH GRADE LINE

## THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Office and Warehouse

Chicago

25 Warren St.

175-177 Lake St.

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.



### The Sternau Spray Brush

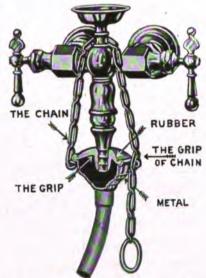
There has been a constant demand for a spray brush of such quality as to wear well, endure constant usage and give perfect satisfaction to the trade. It is a well known fact that a spray bath taken judiciously brings a healthy glow to the skin and promotes the health. A spray bath in the morning, or arising, exhilarates; and after a hard day's work it refreshes and enlivens.

We illustrate in this column several styles of spray brushes manufactured by S. Sternau & Company, 195 Plymouth street, Brooklyn, N. Y., a sufficient guarantee ing feature is overcome, as it enables one to attach the bath bulb securely to the faucet so as to resist the strongest pressure of water, an improvement of great utility.

This bath spray as well as the others made by this firm are made in two sizes, one for a faucet less than ¾ of an inch in diameter, and the other for faucets varying in diameter from ¾ to 15-16 of an inch. With each and every bath spray 5 feet of rubber tubing is furnished.

An examination of the cut showing a sectional view of the Hold Fast Bulb attached to the faucet will serve to indicate how the faucet chain works and how effective it is in holding the bulb securely attached to the faucet, no







of quality, durability and high grade workmanship. The first style of bath spray is made with two faucet chains and hold fast bulbs, which wear longer than any other bulb, because they are made of metal and rubber combined and are guaranteed not to burst. As will be seen the spray brush is fitted with a stop-cock, which enables one to stop or lessen the flow of water immediately without touching the faucet. It is also fitted with an extra long Ebonized handle with which one can secure firm hold and rub one's back with ease, and a Safety-Valve, which allows the water to escape when the pressure becomes too strong.

A simpler style of bath spray has a hold-fast bulb and faucet chain, which is of advantage where the pressure of water is so strong as to force any other bath spray bulb off the faucet. With the Sternau Faucet chain this annoy-

matter how strong the water pressure in the pipes may be. As will be seen, the chain is long enough to attach tubes to any size of a faucet, while the metal rim of the Hold Fast Bulb is equipped with a grip over which the proper link of the chain is slipped.

Everything considered, the Sternau Bath Sprays are among the best obtainable, are a credit to this well known manufacturer, and are well calculated to satisfy the most exacting of customers.

### The Acme Slicer

The Acme Slicer manufactured by the Oelkers Mfg. Company, Newark, N. J., which has been in general use for more than twenty-five years has gained a reputation as being substantially built, and is so simple in design that a child can operate it. The great perfection of its work and facility in operation has brough it into general use

for cutting bread, meats, fruit, and vegetables to any desired thickness.

For the information of the trade we desire to say that there is another bread slicer made in Newark, N. Y., which is exactly like the Oelkers' machine except that like most other imitations it is more cheaply made and naturally gets out of order more frequently. It also sells for just a little less than the Oelkers' machines, but the difference in price is not sufficient to overweigh its advantage, at the imitation is not very well calculated to give satisfaction to the trade for obvious reasons.

### Uncle Obediah's "Brother Bill"

Uncle Obediah is so well known to the trade as to need no introduction, particularly among those who handle the line of "money-back metal ware" manufactured by the Pritchard-Strong Company, Rochester, N. Y.

Uncle Obediah has sold hundreds of lanterns for those who have placed them in their show windows, and Uucle Obediah's "Brother Bill," a striking lithograph showing a bricklayer eating his dinner from a "Prisco" dinner pail is well calculated to attract the attention of people as they pass by, and judging from "Brother Bill's" happy smile he is more than satisfied with the good things taken from his dinner pail.

The Pritchard-Strong Company make a feature of assisting dealers in advertising and displaying their goods.

### The "Oulckout" Fire Extinguisher

There is a constant demand for fire extinguishers for household use, and to place in factories, shops, stores printing offices, farm buildings, and elsewhere where fire is likely to occur at any time. At the same time there is a demand for a fire extinguisher which will not do the damage water and liquid chemicals do to furniture and property in putting out the flames.

The "Quickout" Fire Extinguisher, manufactured by the Royal Manufacturing Company, Lancaster, Pa. is just out, and is a dry chemical compound contained in a long tin tube in sufficient quantity to put out a large fire, and will do the same work which requires several barrels of water without the danger of flooding the building or damaging furniture, carpets, etc.

This chemical compound is in powder form, and extinguishes fires when thrown from the tube with a scattering motion on the base of the fire. The moment it touches the fire a gas is generated which immediately smothers the flame no matter whether caused by burning grease, or oil, or any other inflammable material which even water will not extinguish.

The "Quickout" Fire Extinguisher is made to sell at a large margin of profit to dealers.

### More About Flies

There is an increasing tendency on the part of physicians and the health department of large cities to urge all householders to equip their windows and doors with screens to keep out the flies on the ground that these insects transmit disease germs of all kinds, particularly typhoid fever. In fact it has been proven that a large loss of lives is caused by flies during the summer months.

The Continental Company, Detroit, Mich., are assisting in an extensive campaign of education along this line

and are sending out to dealers and others interesting reproductions of newspaper articles and magazine articles on this subject. There is no doubt of the truth of their contention, and there is a movement on foot in some quarters by interested public officials to find ways and means of killing flies for the purpose of keeping down the mortality rate in our large cities.

The problem of eliminating flies is rendered much easier when the house is equipped with screens properly constructed for keeping out flies after those already in the house have been exterminated. Those manufactured by the Continental Company are of the best character, and dealers will find ready to hand advertising literature of a character well calculated to increase their sales of these goods during the summer months.

### "Androck" Toaster

We illustrate in this column a new scientific Ioc toaster which offers big value for the money and makes crisp toast, browned all over alike. The "Androck" toaster teasts quickly and economically, uses less gas than other kinds since all the heat is delivered to the toast.



This toaster, of which we show a sectional view, has a steel body, and is equipped with a tinned wire handle and a bright finished wire cloth bread rest 9 inches square. It is claimed to be the best toaster on the market.

As will be seen the body of the toaster is dished up so as to spread the heat to the outside, but it is prevented from escaping over the edges by the V shape of the feet. All the heat is forced to rise through the funnel shaped holes which are so small that the flames cannot get through.

This is one of the many specialties manufactured by the Andrews Wire & Iron Works, of Rockford, Ill.

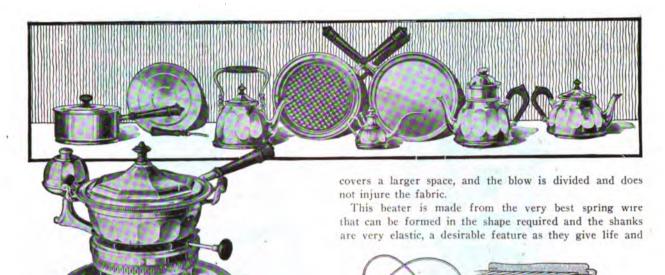
### The Distillation of Alcohol

We have had several requests for information concerning where a practical hand book on the distillation of alcohol from farm products and on the denaturing of alcohol can be obtained, and we take pleasure in calling attention to the book published by Spon & Chamberlain, 123 Liberty street, New York, under the title of "The Distillation of Alcohol from Farm Products" by F. B. Wright.

This book is in its second edition and includes the Free Alcohol Law and its Amendment, the Government regulations therefor and a number of U. S. Government authorized denaturing formulas.

This book discusses the various forms and sources or alcohol, the preparation of mashes and fermentation, the description of distilling apparatus as well as other practical information designed to help farmers and others wishing to go into this industry on a moderate scale. The book includes some sixty illustrations showing the layout of distilleries, and is a book that should be in the library of farmers and small manufacturers who contemplate the production of denatured alcohol for industrial purposes.





### The Manning-Bowman Alcohol Stove

The Manning-Bowman Alcohol Gas Stove made by Manning-Bowman Company, Meriden, Conn., is generally admitted to be the best American made alcohol stove on the market, and by the most careful tests has been shown to be economical, safe to use, and satisfactory in operation in both the single and the two burner style.

This stove is highly ornamental in appearance, and appeals especially to the "Summer Home" trade at this season of the year. The stove is nickel-plated and is suitable for use in cooking lunches on the dining room table; or, for cooking an entire dinner, it is as efficient as the ordinary artificial gas stove.

At the head of this page will be seen some of the necessary accessories to the Manning-Bowman Alcohol Gas Stove. These include the "Meteor" circulating coffee percolator, chafing dish with "Ivory" enamelled food pan, sauce pan, tea kettle, flagon, toaster, plate warmer, cutlet dish, and tea pot.

As a demonstration feature for the use of progressive and up-to-date house furnishing dealers, the Manning-Bowman Alcohol Gas Stove offers exceptional opportunities during the summer season, and observation of the results obtained by these demonstrations in some of the leading New York department stores seems to prove that the better class of trade is fully alive to the advantages and possibilities of this stove and the new fuel. Similar reports come from country dealers and those located in the summer resort towns.

### The "Cleaner" Rug and Carpet Beater

We illustrate here the "Cleaner" Rug and Carpet Beater manufactured by the Holt-Lyon Mfg. Company, Tarrytown, N. Y.

This carpet beater has recently been patented with four strong claims, the special feature of the beater being that it is made with a larger head than any other, the wire force to the blow. The beater is also guaranteed never t; break off at the handle, and the handle cannot come off, as one end of the wire fastens through the wooden handle and is bent in such a way as to prevent the handle from slipping off.

The "Cleaner" Rug and Carpet Beaters are so well made that some well known firms have sold the notel size giving a guarantee to last one year, and one of these firms have never had a beater come back. This firm tells the manufacturer that no beater that they ever had would stand such a test.

### Lectures on "Cooking by Electricity"

Illustrated lectures on Cooking by Electricity, introduced by the Wm. Barr Dry Goods Co., of St. Louis, are being most successfully carried on by Gimbel Bros. of Milwaukee, Wis., and are daily drawing large crowds to their house furnishing department. The illustrated lectures are conducted by a well-known specialist in this line. The increased sales in this department since the beginning of these lectures has been so marked, that it is generally conceded this special feature will be taken up by the leading department stores through the country as a means of increasing business in this department.

### A Popular Demonstration

The demonstrations which are being placed in hardware and department stores by The New York Varnish Company, 585 Greenwich Street, New York, are meeting with great favor throughout the country. This firm is the manufacturer of "Grain-Stain," which is a colored varnish so made up that a beautiful grain can be secured in a very simple manner and without expert knowledge of any sort. A demonstration of this sort rarely fails to draw a crowd of interested onlookers, and while the demand for these demonstrations is coming in very rapidly we understand that this company is prepared to take care of such demands as fast as necessary.



Cooking Utensils that do not warp, scorch or burn, nor spoil food :::

The genuine branded "NEVER-BREAK"

E AVERY STAMPING CO. Cleveland, Ohio

**Exclusive Manufacturers** 





Original Inventors and



In Brass, Bronze and Silver Plate. New and Beautiful Designs Just Out. We also manufacture Brass and Bronze Show Stands for Fancy Goods. Catalogue mailed free.

669-685 HUDSON STREET, Cor. 14th St., NEW YORK



RIBBLE

Clothes Lines, Mops, Twines, Etc. XL," "Non-Stretchable," "Puritan" Hand Laid Cotton Clothes Lines Plymouth Rock Sash Cord

TON 110 State St. V YORK 176 Church St. CAGO 35 River St.

NEVER-BREAK

WRITE FOR PRICES

## COTTON AND WIRE CORDAGE

Braided Cotton Clothes Lines Braided Waterproof Clothes Lines Twisted Clothes Lines Manilla and Sisal Clothes Lines Braided Wire Picture Cord

MOPS OF EVERY DESCRIPTION.

## TATE WIRE CORD COMPANY

Office and Factory:

40 Hanover Street.

BOSTON, MASS.

## ADAMS' BRUSHES





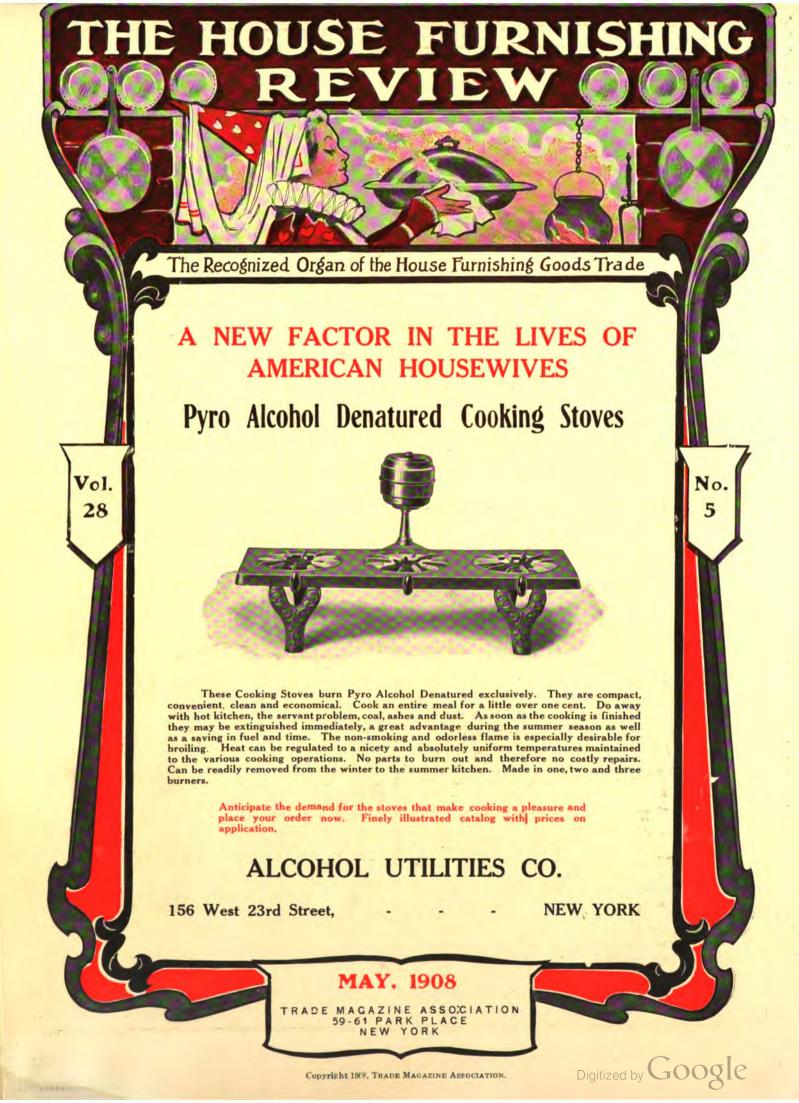
NEW YORK FACTORY

J. J. ADAMS @ CO. Manufacturers of Brushes for House Furnishing Trade

NEW YORK FACTORY 124 to 132 Greenpoint Ave. BROOKLYN, N. Y. CITY



BOSTON FACTORY 748 to 752 Main Street CAMBRIDGE, MASS.



## NOW IS THE TIME

for every DEALER to examine

## **OUR LARGE LINE**

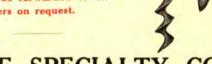
of Cork Screws, Ice Picks, Cork Pullers, Ice Cream Dishers, Ice Cream Spoons, Lemon Squeezers, Lime Squeezers, etc.

FOR 1908 BUSINESS



We are the largest manufacturers of this line of goods, all of which are designed for up-to-date requirements.

> Finely illustrated catalog with prices and discounts will be forwarded to all dealers on request.



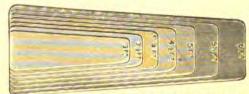
ERIE SPECIALTY CO

ERIE, PENN A, U. S. A.

## **Wood Goods of Quality**



Our Ironing Boards keep their shape, and do not crack because, first, of the material used and second, of the seasoning and finishing given them in this factory.



STANDARD SKIRT BOARDS

on the state of th

Assorted sizes, packed ½ doz. in bundle.

Our Warerooms are Well Stocked.—We Can Make Prompt Shipments.

ASK FOR CATALOGUE

AMERICAN MFG. & NOVELTY CO., Erie, Pa.

HOUSEHOLD WOODENWARE and LADDERS



## "Better Than Need Be" Goods

## Surprising Prices

ICE PICKS—16 styles. Needle pointed, highly tempered; pick points are ground, not forged, whereby crystallization of points is prevented. This means much to the purchaser, more to the conscientious buyer. ICE CHISELS—8 styles, made of tempered steel. LEMON SQUEEZERS—of the Highest Grade, made of solid aluminum, also of porcelain and of wood. LIME SQUEEZERS—2 styles, solid aluminum. ICE SHREDDERS—tempered steel blades. ICE PLANES—with double edged, hardened and tempered knives, discharging automatically. Also old style ice planes.

Catalog for the Asking.

THE GILCHRIST COMPANY NEWARK, N. J. MR. BUYER —It's a feather in your cap every time you add a new, fast selling item to your Dept.

## PRISCO



NO EXTRA STANDARD REQUIRED

## Sanitary Sink Strainer

WILL PROVE A

### BRIGHT RED PLUME

Our reduced price for 1908 gives you a better profit twice over than any other strainer for sinksprocurable.

THEY'RE MADE TO OUTWEAR, NOT WEAR OUT

## The PRITCHARD-STRONG CO.

27 Circle Street, Rochester, N. Y.

Digitized by GOOGLO



# G. M. THURNAUER & BROTHER

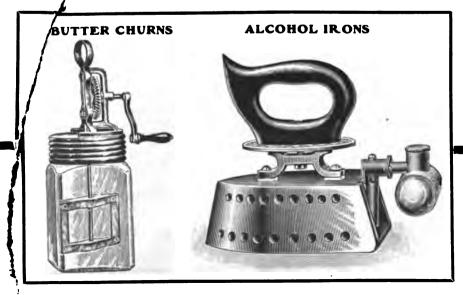
HAVE REMOVED

## To 83-85 WORTH STREET, New York

WE EXTEND A CORDIAL INVITATION TO VISITING BUYERS TO CALL ON US AT OUR NEW QUARTERS, NEAR BROADWAY, AND SEE THE MOST COMPLETE LINES OF IMPORTED HOUSE FURNISHING GOODS EVER EXHIBITED.

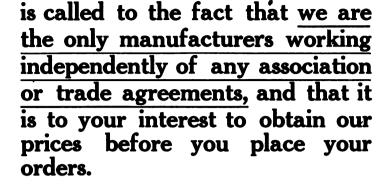
## A XISIT WILL PAY YOU

COME AND SÈE FOR YOURSELVES.



## Special Attention of the Trade















Ideal Double Coated Gray Steel Enameled Ware New England Gray Steel Enameled Ware Turquoise Blue (White Lined) Steel Enameled Ware





Blue and White Steel Enameled Ware All White Steel Enameled Ware Also a Full Line of Galvanized and Tin Ware





Full Line of Samples Displayed at our New York Sales Room





Factories: MIDDLETOWN, CONN., and PORTLAND, CONN.





736 Broadway, New York City





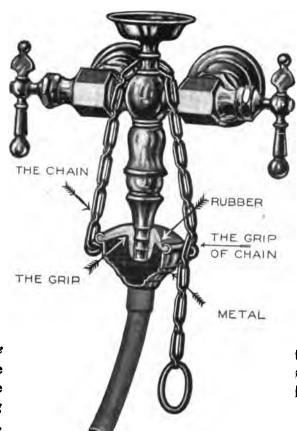








# **DESIRABLE NOVELTY**



## THE **STERNAU FAUCET CHAIN**

## **ONLY PRACTICAL**

attachment ever made for preventing the strongest pressure of water from forcing the bulb off the faucet.

## **PROLONGS**

the wear of bulb as most of the strain falls on the

CHAIN

In stocking Bath-sprays get those fitted with the Sternau Combination Metal and Rubber Holdfast Bulbs having Faucet-chains, as they are exceptional, being guaranteed to give long and satisfactory service.

In some localities the pressure of water is so strong that it will force any bathspray bulb off the faucet.

With the Sternau Faucet-Chain this annoying feature is overcome as it enables one to attach the bath-spray bulb securely to faucet so as to resist the strongest pressure of water.

Write for illustrations, prices, and particulars about advertising matter, furnished without charge, to those dealers stocking.

STERNAU BATH-SPRAYS.

## S. Sternau & Co.

New York Showrooms BROADWAY, COR. PARK PLACE Chafing-dishes and their Accessories. 195 PLYMOUTH STREET Opposite Post-office

Coffee-machines, Fancy Teakettles, Bathroom fixtures, etc., of the Highest Quality

Office and Factory BROOKLYN, N. Y.

Remember, the Bulb with the Chain wears longest Ask for it.

## -ALUMINUM UTENSILS-



WE'RE BUSY MAKING

# "WEAR-EVER" ALUMINUM UTENSILS

AND FILLING ORDERS

You know the "whys" and "wherefores" if you sell them. If you
don't—well, just remember
that "WEAR-EVER"
utensils are not only
sellers but
repeaters.

### HERE ARE THE REASONS:

They are made of aluminum 99% pure. The sheet is extra hard and thick.

A special electric finish is placed on the inside which prevents, largely, discoloring.

Spouts are attached without seams or joints, They are strong, but light in weight.

They present a beautiful appearance when displayed for sale.

At Bauxite, Ark., we mine the ore;

At E. St. Louis, we refine the ore;

At Niagara Falls and Massena, N. Y., we convert the refined ore into pigs or ingots;

At New Kensington, Pa., we roll the sheet and make the finished "Wear-ever" utensils.

In other words this means "from ore bed direct to you."

A card will bring to your desk catalogue, prices, discounts and further information.

THE ALUMINUM COOKING UTENSIL CO., Pittsburgh, Pa.

# UNITED STATES GLASS COMPANY

PITTSBURGH, PA.

## THE WORLD'S ONE LARGE GLASSWARE CONCERN

We manufacture everything in glassware for the different branches of the trade, viz.:

Wholesale Jobbers, 5 and 10c. Stores. Jewelers' Cut Glassware, Confectioners' Supplies,

Department Stores, Bar and Hotel Supplies. Show Jars of all kinds, Lamps.

Variety Stores. Soda Fountain Supplies. Fancy Cut and Decorated Ware, Photographers' Supplies, Jelly, Fruit, Condiment and Packers' Supplies, etc.

## UTILITY GLASS JARS

MADE IN 1-2-3-4 and 5 GALLON SIZES

PRICES ON APPLICATION

## EASY TO GLEAN AND EASY TO KEEP GLEAN



For general all around usefulness, these jars are unequaled, being especially adapted to States where the laws compel the use of covered articles for the sale of food products.

Just the kind for every day home use: and as advertisers of Condiments, Cereals and like goods, they are quick to bring satisfactory results.



It will be a Pleasure to Answer any of Your Inquiries or show you Samples at the

General Offices and Salesreems, South Ninth and Bingham Sts., PITTSBURG, PA.

**BRANCH SALESROOMS:** 

New York, 29 Murray St., Boston, 127 Federal St., Arco Bidg., Philadelphia, Ninth and Market Sts., Baltimore, 110 Hopkins Place, Salt Lake, 127 E. South 3rd St., Mexico City, 2 A de Plateros No. 9.

Sydney, N. S. W., Commerce Bldg., Martin Land, St. Louis, 627 Granite Bldg., 4th and Market Sts., San Francisco. 271 Stevenson St., Chicago, 409 Atlas Block, 35 Randolph St., Denver, 1430 Arapahoe St., London, 55 Farrington St., E. C.

Havana, Cuba, 70 San Rafael Apartado 948.



No. 307/76.

### With a complete outfit consisting of

CHAFING DISH (with Patented "Ivory" Enameled Food Pans)

SAUCE PAN, COFFEE PERCOLATOR, CUTLET DISH

TEA KETTLE, TOASTER, TEA POT,

FLAGON, PLATE WARMER.

As illustrated at top of Page.

MAKES ITS OWN GAS

ABSOLUTELY NON-EXPLOSIVE

Sufficiently powerful for the preparation of a substantial meal, indepenently of the kitchen range.

"METEOR"

Circulating Coffee Percolators

**CHAFING DISHES** 

With "Ivory" Enamelled Food Pan-

Baking Dishes, Tea Ware, Hotel Ware,

Bath Room Furnishings, Etc., Etc.

The possibilities of chafing-dish cookery have been doubled by the Manning-Bowman Acohol Gas Stove. It has three times the heating power of the regular chafing-dish lamp, yet regulates to a simmering

flame at a touch.

No. 76. Nickel Plated Single Burner.

No. 77. Same Style Double Burner.

Alcohol Burning Devices.

MANNING-BOWMAN & CO., Meriden Conn.

**NEW YORK** 

**CHICAGO** 

SAN FRANCISCO

For further information see reading notices in this issue.

## NO Economy! NO Satisfaction!!-

POOR judgment in buying CHEAP lines!!! Give your customers HIGH GRADE GOODS at REASONABLE prices and HOLD

THEM.



High

Grade

Standard

Metalware

Che find Dishes Table Kettles and Stands Coffee Extractors Water Friters **Nursery Chests** Crumb Trays and Scrapers
Tea and Bar Urns

> Bathroom Fixtures

Wine Coolers Water Coolers Baking Dishes Coal Vases and Hods Candlesticks Cuspidors Match Safes 5 o'olock Teas, etc.

Write for

Catalogue

and

Discounts

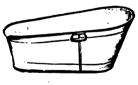


BRANCH OFFICES 18 Warren Street, New York
1480 Arapahoe Street Denver, Col.
40 Dearborn Street, (hicago
852 Washington Street, Boston, Mass.
51 Young Street, Teronto, Canada
and London. England The BUFFALO MFG. CO.

BUFFALO, N. Y.

## WHITE WARE!

Something New YOU Should Know About!















BREAD

## NICHTHAUSER & LEVY,

Java and Provost Streets. BROOKLYN, N. Y.





# Réliance RETAIL PRICES Réliance

No. 0
Wood Pressure Boards,
Metal Parts Japanned,
\$1.25

No. 1
All Metal Japanned
\$1.50
All Metal Galvanized
\$1.75

No. 2
All Metal Japanned \$1.75
All Metal Galvanized \$2.00



Reliance

We are going to make an aggressive campaign for the sale of the in all localities. It will be worth your while to co-operate with us. Write to-day for trade prices.

THE LEE CHAIR CO.,

Oneida, N. Y.

















## "Sesco"

"Blue and White"

The well and favorably known

Our standard grade, marble-



old style, gray mottled enameled ware. We positively give the buyer more for his money in this grade than can be had in any other MAKE, GRADE or



ized enameled ware is the most attractive ware on the market without exception. It is a most beautiful color, very durable and an easy rapid seller at a POPULAR

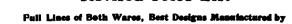


STYLE of ENAMELED WARE.

WARE. PRICE. ,

Write us NOW for New 1908 Catalogue and

Revised Price List



Star  $\bigstar$  Enameling and Stamping Co. Pittsburg, Pa.







## THE PERFECT COOKER



## COOKS BY STEAM

## A New Cooking Utensil of Genuine Merit

CONSISTS OF

Large Size Water Pan Roll Rim Food Pan Cover

The roll rim of the food pan fits snugly over the edge of the Water Pan. Cooks by steam, which is led into the food apartment thro series of perforations in the roll rim. This keeps the food moist, hastens the cooking, and the tight fitting cover keeps in all the rich food flavor.

Excellent for cooking fruits, cereals, vegetables, puddings, etc. Unequalled for scrambled eggs Circular containing recipes with every Cooker.

### SIZE 101 x 41 INCHES.

No. 250. All Retinned

No. 35. Water Pan and Cover Retinned. Food Pan Enameled

No. 350. All Enameled

We solicit sample orders. The Perfect Cooker is very attractive in appearance and is proving to be a good seller. Each pan is well adapted for use separately and they will do service three times a day in every kitchen they go into.

SOLE MANUFACTURERS

## THE REPUBLIC METALWARE CO.

BUFFALO

CHICAGO

**NEW YORK** 

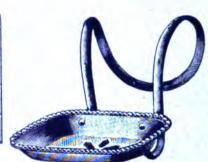
## THE LARGEST TRADE WINNER!!!

## THE PORTABLE BATH SET

ALWAYS READY. CONVENIENT EVERYWHERE









"The Famous" Nickle Plated Bath Room Fixtures The Neverust Portable Bath Set



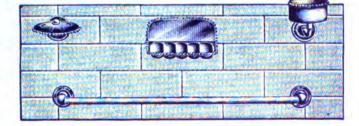
















## The H. @ H. MFG. CO.



BRASS, COPPER AND NICKEL WARE

Office, Salesroom and Factory:

554-562 West 25th St., New York, N. Y.



## "BENGALIA"

## Alcohol Incandescent Light Burner

100 CANDLE POWER

The most Wonderful Light!

Can be adapted to any ordinary D collar lamp.

Unaffected by wind.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price

\$4.00 Complete

Liberal
Discount
to Dealers



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

No Danger

Non-Explosive

One live dealer wanted in every town to handle our specialties.

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Wind Proof. Absolutely safe. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell. Absolutely no danger. No burning wick. Very simple, a child can light it. Absolutely odorless. I also supply brass founts, store and table lamps for this burner. Also Sole Agent, for the KEROSENE INCANDESCENT BURNER.

# G. COHN & COMPANY 337 BROADWAY

NEW YORK



### Galvanized Watering Pots

## SPECIALS FOR MAY





Refrigerator Pans

### DON'T FAIL TO GET OUR PRICES.

We also manufacture full lines of the following goods.

Puritan Re-coated Tin Ware is extra heavy Sterling-Aluminum Enameled Ware Deep Stamped Tin Ware Shallow Stamped Tin Ware

Common Pieced Ware
"U. S." Pieced Ware Planished Ware Tinners' Trimmings

Metallic Sieves Japanned Ware Extra Heavy Japanned Ware Britannia Ware Copper and Brass Ware Nickel Plated Ware Dairy Supplies



Sheet Iron Ware Galvanized Iron Ware Spoons Etc., Etc.

The Central Stamping Co., 24 CLIFF STREET, NEW YORK CITY



## ATTENTION!!

Dealers, have you placed an order for

DEVAUX"

Sanitary-Metallic

REFRIGERATORS



Without Vegetable Chamber.

Made entirely of Galvanized Steel. Cylindrical in shape-with or without separate compartment for fruit and vegetables. Has REVOLVING, AD-**IUSTABLE SHELVES.** 

Easily cleaned, as all parts are removable, and there are no corners to accumulate dirt and breed dis-

Finished in White Enamel inside and Imitation Oak outside.

WRITE AT ONCE FOR CATALOG AND PRICES

## HOME METALLIC REFRIGERATOR CO.

ALBERT LEA, MINN.

Eastern Office and Warehouse 93 Reade Street, NEW YORK

# FREEZERS THAT SELL

THEY EXCEL IN
Easy Running
Quick Freezing
Economy
Convenience
Practical Results

THEY ARE
Well Advertised
In Demand
Easily Sold
Satisfactory in Use
Of Known Reputation







THEY
ARE SOLD
BY LEADING
JOBBERS
EVERYWHERE

Our line of Freezers comprises the largest variety made in any one factory. They embody all that is best and of intrinsic merit in a Freezer. Send for 1907 Freezer Book; illustrating these and the new "AMERICAN TWIN FREEZER."

NORTH BROS. MFG. CO., Philadelphia, Pa., U. S. A.



# BALDWIN REFRIGERATORS DRY AIR



E WERE THE FIRST TO TALK ABOUT **Dry Air** in Refrigerators about 35 years ago.

And "they" laughed at us—said it was an impossibility. A refrigerator with wet ice in it just had to be damp.

Now they call theirs "dry air" so we must have been right.

But now, same as 35 years ago, the Baldwin is the only perfect dry refrigerator on

the market.

Baldwin air circulation—different from the others—does it.

Our catalogue shows 150 styles of the "Dry Air" kind — a line of them will please you.

Lined with Opalite Glass, Vitrified Steel or Porcelain, White Tile, Vermont Spruce and Metal, Oak, Ash and Softwood Cases.

## BALDWIN REFRIGERATOR CO.

**BURLINGTON, VERMONT.** 

H. E. STURTEVANT, 18 Warren St., New York City. C. H. SMITH, 707 West 23d St., Los Angeles, Calif. W. P. HORN CO. 138 Front St., San Francisco, Calif.



Do you want the Refrigerator trade of your town? If you do, then you must sell the



# White Frost Refrigerator

because it is the one, and only one, Refrigerator that is strictly sanitary in every respect. Look at it, and note.

It is a beautiful piece of furniture, spotless outside and inside as the pure, driven snow, or finished in a rich golden oak.

It is a metallic refrigerator, cylindrical in form, made of galvanized sheet steel, and provided with 1½ inch air space between walls; thoroughly insulated with Maltha and Asbestoe, the combination of which is recognized as the best material for insulation that has been discovered—certainly the most expensive. Solid brass trimmings.

It cannot shrink, swell, warp or decay. There is not one bit of wood as large as a toothpick connected with it in any manner.

It is coated with enamel inside and out (excepting the ice chamber,) and this enamel is thoroughly baked on.

It is the handiest Refrigerator made. Has revolving shelves; no reaching over a pitcher of milk or jabbing a sleeve into a dish of butter. Just turn the shelf and everything is in front of you. The shelves are made adjustable, can be raised lowered or removed, and replaced in a minute. Shelves are made of wire and beautifully tinned. Light and strong, with no surface to catch the drippings from an accidentally upset dish, but are always clean.

It is guaranteed to maintain as low a temperature and as dry an atmosphere in the provision chamber as any refrigerator made, and owing to scientific circulation, as well as thorough insulation, it is a great saver of ice, therefore the most economical Refrigerator.

Is handsome enough in appearance to adorn any room in the house. And it is everlasting in service.

Sells on sight, and every one sold brings another customer. It is the one Refrigerator that appeals at once to the desires of the buyer. It is reasonable in price, and is, therefore, the Refrigerator all the people want. Send today for our literature and prices—you cannot get close to a good thing any too soon.

"Dear Bob. I want you to buy me a White Frost Refrigerator."



Metal Stamping Co., 517 Mechanic St., Jackson, Mich.



# Every Buyer of CARPET SWEEPERS

## Ought to Know

That the National Sweeper Company makes a line of sweepers listing in price from \$18.00 to \$54.00.

That every sweeper in the line is superior, point by point, to any other made.

That Nationals are made in the most complete sweeper factory in the world

That Display stands and other sales helps are furnished.

That shipments can be made promptly—in a hurry if need be.

That every one of the sweepers in a shipment is packed securely in dust proof, heavy carton.

That the finish is right—that every detail of the sweeper is right—and that the price is right.

ONE OF THE TRIPLE MEDAL LINE.



There's something new in carpet sweepers that IS new—ask us.

3030

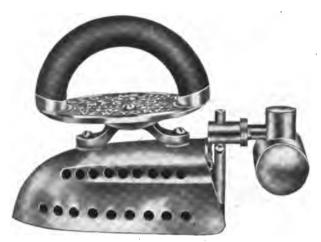
Get in early. Write to-day.

NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

# The Marion Self-Heating Denatured Alcohol Flat Iron

**FULL NICKLE FINISH** 



TWO SIZES 4 lb. AND 6 lb.

Each iron generates its own heat. The ideal flat iron for hot weather, as the ironing may be done out of doors under the shade of the trees.

The Marion Flat Iron is the only one which fulfills every requirement of the American house-keeper, viz.:

It absolutely protects the hand from heat.

It costs about one cent per hour to operate.

It is perfectly safe, clean and odorless.

It may be used at any time and at any place.

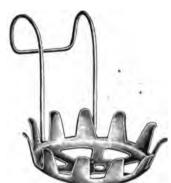
We guarantee that it is exactly as represented in this advertisement.

A Splendid Article, For Window or Counter Display or For Demonstration.

Write or ask for Prices and Descriptive Literature.

GEO. L. MARION MFG. CO.

129-131 Front Street. NEW YORK

















## JUST A HINT

These illustrations are only a few of the many good values in the

Wise Buyers' Line

**Eureka Garment Hangers** 

Exclusive Designs in Bath-Room Accessories, Moulding Hooks, Metai Rules and Squares, Cleavers and Mincing Knives

It will pay to get our Catalogue before purchasing elsewhere



FORSYTH MANUFACTURING CO.

BUFFALO, N. Y.

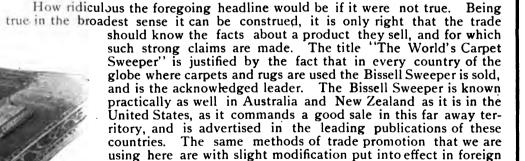




The World's Carpet Sweeper

The Famous





Our special Easter offer now in force has been greatly appreciated by the trade, and thousands of dealers will avail them-

selves of its benefits before the offer expires May 1st. Write for copy of it.

### BRANCHES:

NEW YORK LONDON PARIS NIAGARA FALLS, ONT.

## BISSELL CARPET SWEEPER CO.

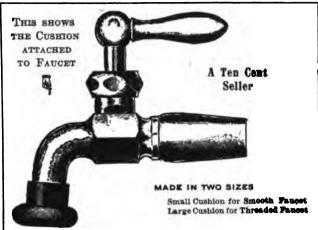
countries, with highly satisfactory results.

GRAND RAPIDS, MICH.

(Largest and only Exclusive Carpet Sweeper Makers in the World.)

# BUYERS' ATTENTION to

## THE PERFECTION FAUCET CUSHION



NO CHIPPED OR BROKEN DISHES

A boon to the housewife—consisting of a rubber cushion, which slips over the end of the faucet, preventing anything in hand from striking the metal. Anyone can readily comprehend its utility in the

KITCHEN, LAUNDRY, LAVATORY, BATH AND BAR

Let us show you a "Profit maker." The PERFECTION FAUCET CUSHION is the best counter seller on the market to-day; packed on attractive counter display cards. Sample and circular will be sent to any buyer on request.

## OHLERKING & SMITH

Ex. Sales Agents

U. S. and Canada.

40 Dearborn St., Chicago, Illinois.







# OVENS | FOR GAS, OIL, ALCOHOL AND GASOLINE STOVES

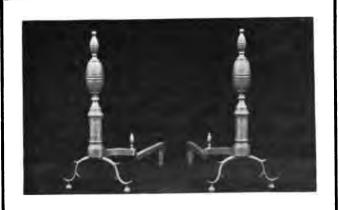
MADE BY

## THE S. M. HOWES COMPANY

Showroom, 40-46 Union St., BOSTON

Factory, 513-526 Medford St., CHARLESTOWN

Get our Prices---We will send samples on approval



## DO YOU HANDLE

**BRASS** 

## FIRE PLACE FIXTURES!

Then you have never had a better opportunity to purchase Andirons, Fire Sets, and Fenders, than now.

If you have our catalogue, make up a list of your requirements for Spring or Fall, and we will enter your order now and give you the advantage of the present metal market.

We will deliver when you say so.

ANDIRONS, FENDERS, FIRESETS, CANDLESTICKS, DOOR KNOCKERS and HARDWARE SPECIALTIES.

The Rostand Mfg. Co., MILFORD, CONN.



IT IS THE "MIST-LIKE SPRAY" THAT MAKES THE

## FOUNTAIN SPRINKLER

THE BEST SELLER ON THE MARKET.

This Beautiful Mist Effect is Not Produced by any Other Sprinkler Made.

Retail Price \$1.00. Send for Sample Post Paid at Wholesale Price and let us Show You What it is Like.

The FOUNTAIN is the Sprinkler that makes the observer ask his neighbor where he can get one like it.

The STANDARD STAMPING CO.

Marysville, Ohio

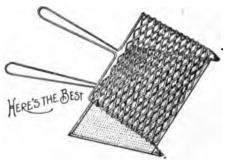
Have you one of the Handsome Display EASELS? They help sell the Fountain

Ask us How to Get One FREE.



## TWO MONEY-MAKERS

Your Profits Governed Only By Your Push
The SCIENTIFIC TOASTER



Practical, Economical, Durable, Profitable.

Used on Gas, Oil, Vapor or Coal Stoves.

Sells for 25 Cents.

Pays a Good Profit

## CHI-NEE CLOTHES SPRINKLER



Sells whenever shown. Holds a pint; fills through handle; distributes evenly. Saves time and trouble.

Retails for 15 Cents.

Write for Discounts.

The Syracuse Stamping Co.

114 South Baker Street, Syracuse, N. Y., U. S. A.



Vol. XXVIII

New York, May, 1908

No. 5

## POINTERS ON BOOSTING SALES

Team-Work of the British Sales-Force. How English Merchants Organize the Selling End, and How American Department Managers Can Secure Better Results



HE MOMENT one steps into a large London shop things begin to happen," writes Tom Bigby, in the Saturday Evening Post. "You are met at the door by a substantial, self-contained personage in a black frock coat. He bends his head gravely as he asks what is wanted, and when told, receives your reply as though it were something having an ex-

ceedingly decisive bearing on a matter of international diplomacy—to say nothing, sir, of the kind personal favor to himself. Then he snaps his fingers and turns you over to an assistant, and presently you begin to learn that a London shop-assistant is radically different from an American department-store clerk.

"The keynote of our clerks is very often inattention.

EDITOR'S NOTE: Cuts illustrating this article, by courtesy of the Saturday Evening Post, Philadelphia.

### In the Clutches of the Shop-Assistant

"Now, the keynote of the London shop-assistant is attention. The quality of this attention, unlike mercy, is often strained. It is no trouble for him (or her) to show goods. On the contrary, you may find it a good deal of trouble to get out of the shop without purchasing.

"What, sir! You see nothing that pleases? Dear me, sir!

"Mr. Hawkins is crestfallen. He hands you over to Mr. Lloyd as though you were royalty. If Mr. Lloyd, who is Welsh, can't sell you something, he passes you along to Mr. McAndrews, who is Scotch. If Mr. McAndrews is unsuccessful (there is but a slight chance in ten thousand that he will be) it is not possible to get out of the shop except by being given back into the custody of the personage who met you at the door. If you get away from him without buying it will only be after the utmost resources of the draper's art have been exhausted and the shop's entire stock shown up in the pleasantest way in the world. It will be most curious. It will be, to put it briefly, sir, most extraordinary!

What, Sir! You See Nothing that

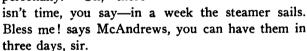
Pleases? Dear Me, Sir!

### Perhaps You Make a Purchase

Perhaps you make a purchase, however.

"Well, Mr. Hawkins comes from behind his counter while you wait for your change. Ostensibly he is going to chat about the weather. Really, sir, you musn't leave England, now, with the impression that this has been a representative summer! Unto him comes Mr. Lloyd, with a fine, soft steamer rug for

admiration. If that isn't tempting, then McAndrews joins the weather conference with some linen mesh underwear. You are deftly led to approve linen mesh in principle, and regret that regular sizes never fit vou. That doesn't dash Mr. McAndrews in the least. He will send your measurements to to Belfast and have the garments woven for you Oh, there personally.



"As you count your change the personage on the front door approaches with a casual meteorological observation; likewise, a steamer trunk for inspection. You admit the quality is good, but criticise the design. Ah, a very acute criticism, admits the frock-coated personage. We shall make one to your own design, sir. How? In our trunk-shop, sir! Where? Upstairs. When? If in a hurry, sir, the day after to-morrow.

"They are by no means done with you, either, when you finally get into the street. For the bundles delivered at your hotel will be accompanied with a personal missive from Mr. Hawkins, who remains yours faithfully, and sends cuttings of choice fabrics from which the Bespoke Department is prepared to make you an overcoat. Mr. Hawkins needs hardly say that, should you favor him with an order, he can assure you of satisfaction as regards fit and style.

### Team-Work of the British Sales-Force

"Of course, some Americans find the London shop-assistant a bit over-attentive, but the American business man who has wrestled with this problem of building up a retail sales-force is usually struck dumb by the magnificent team-work of Messrs.

Hawkins & Company. They load him up with merchandise, and he is so intent upon studying them he never stops to ask himself how he's going to get through customs.

"London's great shops have hardly been brought up to the level of our department stores in organization, equipment, capitalization, buying methods or advertising, but in the detail of good personal sales-

> manship they are strikingly efficient.

> "A capable London assistants will play back

assistant will serve three to four hundred customers a day, reaching the latter aggregate on the long Saturdays, when some shops are open till eleven o'clock at night. He will serve several customers at once, too, giving them personal attention. In a press of business three or four

and forth into one another's hands, keeping everybody sweet and happy.

### What Makes London Assistants Attentive

"Part of this efficiency is due to English courtesy; part of it is due to caste—the definite class distinction that makes the person who sells socially lower than the person who buys.

"But behind these there is a system of training, comprising a five-year apprenticeship in provincial shops and on the Continent; and behind that a system of fines and rules, and behind that still, an institution known as the "living-in-system," which is an excellent thing for the service, but a doubtful thing for the clerk.

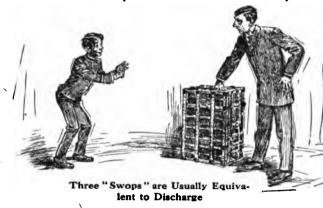
"What makes the London assistant so very attentive when you deal with him, however, is a hardand-fast schedule of fines imposed for inattention, of which a penalty known as the 'swop' is most interesting. The 'swop' may amount to only one shilling, but it is imposed whenever a clerk permits a customer to leave the shop without purchasing. Three 'swops' are usually equivalent to discharge.

"When an assistant has exhausted all resources to make a sale and failed, he prootects himself against the 'swop' in two ways. One is to hand the obdurate customer over to another assistant, who in turn becomes responsible. The other is to call the usher at the front door, who takes the responsibility

upon himself, and thus has a chance to rectify mistakes, to explain deficient stock or other shortcomings of the establishment.

"The 'swop' is only one of many penalties imposed in English shops. There are others covering errors in charges or addition, careless handling of stock, failure to make sales records, etc. They range from a penny to several shillings.

"As administered in some English shops, this fine system is not a lovely thing, but it might be modified to accomplish its end more mercifully."



### The American Retail Clerk

So much for a glimpse at the British shop-assistant—what about his American cousin?

Most department stores in the United States employ girls and young women on their sales staff at weekly wages not calculated to foster a high standard of morality or to secure the best grade of help so far as intelligence and ability are concerned. While there are notable exceptions to this statement, there are other establishments which merit the pen of an Upton Sinclair, for the situation in which many of the sales-women find themselves in such stores is a disgrace to the establishment in which they work, an insult to the public they serve, and constitutes a smouldering volcano which some day will be revealed to public view in all its hideousness, and the consequent eruption of an outraged Public Opinion will destroy the mercantile establishments concerned by its condemnatory wrath.

There is not a well-informed man in the trade who is not aware, from his own knowledge, of the truth of what we say, and we know not a few men who, so far as they are able, see to it that everything is as it should be in the departments of which they are managers. If every buyer of house furnishing goods will follow this example, one of the great obstacles to the efficiency of the American sales-girl will be removed.

### Cheap Help a Dead Loss

The point of what we have just said is this: contrary to the opinion held by such large corporations as are represented by American department stores (namely, that low-salaried clerks represent a distinct saving in operating expenses) cheap help is an extravagance and a dead loss—loss in prestige before the public, loss in efficiency on the sales end, whence profits and dividends are derived, and loss occasioned by driving trade to competitive establishments which maintain a better grade of help.

As everybody knows, the sales force is the intermediary between the "firm" and the "trade." The "trade" judges the "firm" by the respectability and efficiency of the sales clerks it employs.

The result of paying clerks "starvation" wages is that the clerk is forced to support himself or herself on a mere pittance, and as everybody employed in a department store must keep up appearances in some way, the consequence is "divided interests." The clerk does no more for the "firm" than he or she finds necessary to hold the job, no incentive is given to acquire proficiency in salesmanship, or a working knowledge of stock, so as to be able to talk intelligently to customers about goods offered for sale, or asked for by the trade, and as for the team-work of the British shop-assistant, this is quite beyond possibility.



It Will Be, to Put it Briefly, Sir, Most Extraordinary!

We maintain, therefore, that the "cheap-help" theory is wrong in principle, costly because it reduces dividends, and from an ethical and economic standpoint is absolutely indefensible.

Of course, the policy of the "firm" as to salary is not up to the department manager. He must take the help that is given him, and do the best he can

with it; nevertheless, if buyers in the trade will unite in demanding a better grade of help on the ground that they can thereby largely increase the volume of their sales, a long step forward in the right direction will be taken.

### The Responsibility of Department Managers

But, while the department manager must take the help provided him, his responsibility is to do the best he can with it in order to insure his personal success in his chosen vocation.

This he can do by instructing his salesmen and

salesgirls in regard to the merits of the goods they sell, perhaps by permitting manufacturers' representatives, under proper restrictions, to explain to stock clerks the "talking points" of the goods sold to the firm; insisting upon courtesy and prompt attention being given customers and in devious other ways well known to the trade.

The training of clerks in salesmanship is directly in charge of the department manager, or buyer, and those who make the most of ther opportunities in this regard add materially to their success and reputation.

## THE ESSENTIALS OF GOOD SALESMANSHIP

Anecdotes From the Experience of an Observant Shopper, and the Simple Requirements Needed for Success



GOOD FRIEND of ours recently went into a New York department store and asked for a machine to pare apples.

The girl sold him a machine, but he finally took it back to the manufacturers on the ground that it would not work."

The manufacturer soon discovered that there was a good reason why the machine would not work, since it was a potato parer and was not made to pare apples. Although the machine was stamped "potato parer," the girl did not know the difference between the two machines, and did not even take the trouble to look at the lettering on the apparatus, before selling it to the customer.

A great deal of dissatisfaction arises from just such causes and the buyer who is anxious to establish public confidence in his department and build up his trade will agree with us that knowledge of stock is absolutely essential to successful salesmanship on the part of his clerks.

### A Knife "That Will Cut Meat"

A well-known manufacturer of table cutlery, finding a demand for a table knife "that will cut meat" recently manufactured for the trade a table knife of French pattern made of fine carver steel instead of ordinary table-knife steel and ground sharp ready for use. The handle is made of genuine ebony in one solid piece and has a patented hot-water-proof fastening which is warranted. The ferrule is made of heavy German silver in a fancy pattern and heavily plated.

In order to ascertain whether this knife was being properly introduced to the trade, the New York representative of these manufacturers went to one or two department stores where he was not known and soon found that the sales-girls knew absolutely nothing about this new table knife.

"Have you a table knife that will cut meat?" he asked.

The girl showed him a number of ordinary table knives and finally he pointed to the knives we have mentioned and asked her to show them to him.

"Is this knife made of good steel," he asked.

"Yes, sir," said the girl.

"What is the handle made of?" he enquired.

"Hard rubber, sir," she replied.

"Will the handles come off?"

"Why; yes, sir," she said, "I suppose they will, if put in hot water." Then she noticed the fastening, and said, "Of course, these handles are riveted on and they will not come off so easily as those cheaper knives."

"What kind of a ferrule is that?" said he.

"Oh, that is nickel plated," replied the girl.

As will be seen the sales-girl had every point of the knife entirely wrong, and yet the manufacturers had taken the pains to place in every box a letter written on the firm's stationery pointing out the superior qualities of this knife and the fact that it was made especially to cut meat, all of which facts render her ignorance inexcusable.

### Where the Buyer Fell Down

This same gentlemen sold to one buyer a lot of these knives and, calling upon him later to find out how the knives were going, he was introduced to the manager of the store restaurant.

He gave to the chef a dozen of his knives, and said, "Throw these knives in with the rest of your cutlery and see how they work."

Going back about ten days later, the chef said to him, "Those knives are the best I have ever seen. Suppose you send us some more of them." The buyer said to him, "Well, if those knives are as good as all that, I think you had better send us over some to put in stock."

"You have them in stock already," said the cutlery man. "I sold you a lot of them nearly a month ago, and unless they are all sold out you have some of these !:nives on ham!."

We are forced to admit that if the buyer himself does not know the merits of the goods he buys, it can hardly be expected that his sales-girls will be any better informed.

### An Example of Good Salesmanship

The manufacturer whom we have mentioned arranged with a certain department store to send the saleswoman in charge of their cutlery department to the factory, at the manufacturer's expense, and there she was shown every process in the making of table cutlery.

When she returned to her duties she proved to be the best saleswoman they had ever had in charge of this department. She understood how cutlery was put together; the difference between a stag handle, and an imitation stag; she knew the qualities of steel that were used in different grades of cutlery and could answer with intelligence questions asked her by customers.

If a customer asked for cutlery for special purposes, she knew just what style of cutlery was wanted, and she not only held her trade, but multiplied it many times over.

While such a course of instruction is not feasible in all cases, it illustrates the point that knowledge of stock is essential to good salesmenship, and that it is a valuable asset to any firm that fosters it.

### A Simple Way to Cultivate Intelligence

Talking with a Hartford buyer not long since, we were informed that he makes it a practice, when looking over a line of new goods, to send for the

stock girl in charge of the line and ask her opinion of the samples.

This affords the manufacturer's representative an opportunity to educate the sales-girl up to a working knowledge of the talking points of new goods and to give her interesting facts concerning how they are made, all of which information enables her to answer intelligently questions asked her by customers. This plan also gives her an interest in pushing the sale of the new stock, particularly if the buyer takes on the goods upon the strength of her recommendation. This policy puts it up to her to dispose of the goods, and the buyer informs us that he has secured excellent results from carrying out this idea.

### Gaining the Confidence of Customers

If a customer gains the impression that a salesperson knows his or her business, and that he can depend upon the salesman, he comes to have confidence in what is told him and will buy from nobody else.

We know of one woman who buys all her cloaks, suits and similar clothing from one New York firm, and she will deal with only one sales-woman in their employ. If this sales-woman is away, the lady simply goes back again some other time, because she has the most implicit faith in anything the sales-woman tells her, and she refuses to go anywhere else for her goods. The reason is this sales-woman is intelligent, speaks confidently and decidedly of what she is selling and has won this lady's confidence.

### **Prompt Attention and Courtesy Needed**

Almost everybody knows to their sorrow of the inattention and lack of courtesy which characterizes many American sales-women.

We know of one instance where such a clerk was given a badly-needed lesson. A friend went into a store to buy some goods, and was kept waiting by the sales-girl in charge five minutes or more while she was telling another clerk all about the entertainment she was going to the next night. After she was good and ready, she turned around and said, in a superior sort of way, "Well, what do you want?"

By this time the customer had lost his patience and he said to her, "You know the rules of the house?"

"Yes, sir."

"You know the rules are that you should give prompt attention to customers?"

"Yes, sir."



"Well, why didn't you wait on me promptly, then?"

The girl offered some excuse and he interrupted her by saying, "I will overlook the matter this time; the next time will be the last." Then he walked over to a counter across the aisle and said something to the sales-girl there and walked out.

Doubtless the delinquent gained the impression that he was a member of the firm, and it is to be hoped that she was more careful in regard to paying prompt attention to customers thereafter.

There is no doubt that much ill feeling is created against a store by the inattention of its clerks, and the buyer who establishes some system whereby courtesy and prompt attention is shown to customers will add greatly to the reputation of the department.

### Simple Requirements Needed

"I will admit what you say is true," said one department manager, while talking with him on this subject, "but what are we going to do to remedy it? It is easy enugh for you to point out the weak points in our system; but we want to know how we can overcome our difficulties."

To this question we answered, If you know human nature, you know the way out.

Take your own case.

Suppose you are a \$5,000 man and your firm pays you \$2,500. What is the result? You work under protest. You feel you are worth more, ought to be getting more; you become restless and dissatisfied; after a time you lose interest in your work; you "let things slide;" and in the end you either resign or lose your position.

There is only one hard-working person in any trade or profession, and that is the man or woman who is getting all that is coming to him, and who has incentive to put in his work every ounce of energy of which he is possessed.

If you as a department manager will put yourself in the position of your sales-clerks and try to understand their feelings in their humbler sphere of labor, you will very quickly see how you can win over their entire loyalty and co-operation. That is by offering them not fines and a rod for their back, when they make mistakes, but a premium for good conduct, efficiency in salesmanship and honest effort.

### The Key to the Situation

This can be done in a very easy way. Suppose you pay your average sales girl \$8.00 a week. Get your cost clerks, or your accountants to estimate what volume of sales each girl must make in order to warrant you in paying her that \$8.00. Your net profits on her services begin to accumulate rapidly on every dollar she sells over and above that sum. Offer her a share in this net profit, and see what will happen. We may be mistaken, but we firmly believe that if you can persuade your firm to carry out this policy in your department it will not be long before the value of the plan will be so evident that it will become the prevailing policy throughout the store.

Customers will find the sales force ready and willing and prompt in their services. Goods will be hauled down from the shelves cheerfully; clerks will take pride in displaying the goods on their counter to the best advantage; every article in stock will be studied and the *esprit-de-corps* will be such that the store will gain an invaluable reputation for the excellence of the service rendered the trade.

### Premiums Better Than Fines

There can be no question in the minds of intelligent business men of the fact that premiums on efficiency are better than fines for inefficiency, and since American department stores are admittedly superior to British shops in "organization, equipment, capitalization, buying methods and advertising," to quote Mr. Tom Bigby again, American department stores may be made the best in the world on all points, particularly on the all-important point of sales efficiency, by adopting the plan we have outlined above.

There is an old saying, "Molasses catches more flies than vinegar," and human nature is so constituted that most people—even employees—can be led much easier than they can be driven. The "fine" system of Great Britain has many evils, because it carries with it the old feudal idea of the inferiority of the working class, or peasants, whereas the profit-sharing plan we have outlined above is modern, suits American ideas best, and puts "self-interest" at work, thus offering the best possible inducement to every salesman and salesgirl to work early and late to increase his or her efficiency. This plan is positive, not negative in its effect, and would remove all need for fines, fault finding and close supervision, sometimes called "slave-driving," and the results in increased sales and good-will among customers would undoubtedly prove to be the best investment of capital in labor that the American department store could make.



THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ESTABLISHED 1892, By I. B. SCOTT

### **Published Monthly** By the

### TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President A. EUGENE BOLLES, Sec-Treas. ALBERT L. WYMAN, Editor

59-61 Park Place, New York (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United States For All Other Countries, including Canada Single Copies \$1.00 per annum \$2.00 per annum

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

When in the New York market, buyers are cordially invited to pay us a minit.

Vol. XXVIII

MAY, 1908

No. 5.

There is no section of the RE-The Problem VIEW of such manifest interest of Advertising to the trade as our Advertising Department. This month the bulk of the advertisements were sent us by interested readers for criticism.

The problem of writing advertisements that "pull" is no simple one. It is impossible to lay down any hard and fast rules, but in the main the chief requirements for turning out successful advertising copy are (1) choose your trade, and write in the language of the class of people you cater to; (2) describe your goods with exactness; (3) offer real value in every bargain; (4) illustrate your copy plentifully and (5) take pains to see your advertisements are well arranged, the typographical display is tasteful and harmonious and that the ad. is well balanced.

Dealers whose trade is drawn partly from farming communities should conduct a mail-order department. Use the telephone book for a mailing list, supplementing your customers' names, offer to fill orders promptly sent over the wire, and whenever you have a special sale send circulars to your out-of-town trade or marked copies of the papers containing your advertising. Fight the cataloguehouse with their own weapons and you will win your share of trade from the farmers.

When all is said and done, no An Incentive buyer of house furnishing goods to Labor can be successful unless he has a well-trained corps of sales-assistants.

British stores have a system of fines for infractions of rules, and do great team-work in persuading customers to buy goods, while their sales-assistants know their stock, both as to location and the quality of goods. Most American sales-girls and salesmen, however, lack these good points. They are careless, inattentive, and do not know their stock in detail-particularly new goods and goods infrequently called for.

Whatever the underlying causes for this state of affairs, there is no doubt but that successful buyers have methods all their own by which they secure the loyalty and co-operation of their sales-assistants, educate them up to a knowledge of their stock and stimulate all to a desire to establish new sales records from year to year. This is as it should be, and it may be said the best incentives to labor are not the "big stick," but prizes for efficiency in salesmanship.

In offering to the trade a Enthusiasm in a third article on the subject Good Cause of denatured alcohol, we feel, if possible, more enthusiastic than ever on the subject, for contact with those dealers who are handling the new line proves that we are fully justified in spending the time needed to put before the trade the facts concerning this new industry. Experience proves that we are enthusiastic in a good cause.

We feel this way about denatured alcohol; the industry is an entirely new one in the United States; its possibilities are practically unknown to the majority of retail merchants, particularly house furnishing dealers, who are destined to reap immense profits in the course of time from the sale of these goods, wherefore, the House Furnishing REVIEW owes it to the trade to give all the facts it can obtain on this subject in a simple, direct way, and not stop until every side of the question of interest from the retailer's point of view has been presentéd.

As the retailer profits most by pleasing his customers, and the making of profits depends upon sales multiplied by the dealers knowledge of, and ability to point out to his customers the possibilities of denatured alcohol for household use, we do not hesitate to discuss this subject also from the *customer's* point of view, for by so doing we assist the dealer in salesmanship.

Nor will we refuse to answer any questions the trade may want to ask, either now or in the future, and we shall state the facts as known to us without fear or favor.

We believe that industrial alcohol is destined to become as important an industry as Standard Oil, nor will we be surprised if the consumption of denatured alcohol for light and fuel in American homes eventually—within ten or twenty years, possibly sooner—exceeds that of kerosene oil, Meanwhile, retailers may justly look for a most satisfactory increase in their business in this field as fast as their local trade becomes educated up to what alcohol utilities will do for them.

Such being the case, the House Furnishing Review is not only warranted in dealing with so large a subject in a large and exhaustive way; it would even be remiss in its duty to the trade, and blind to its opportunities, if the Review failed to do what it is doing.

We believe the trade estimates this service at its true value, and we shall make no further statement regarding what we are doing, for we have already substantial evidence that both retailers and manufacturers of house furnishing goods are deriving considerable profit from these articles. Indeed, outside observers have not been slow to say that the house furnishing trade is to be congratulated upon having an organ able to serve its interests with so great a degree of foresight and efficiency.

Important Change in English Patent Laws
Sold in the United Kingdom under the protection of British patents, may find these patents useless to them after August 28, 1908, if the foreign patent is more than four years old, and they do not operate factories in Great Britain "to an adequate extent."

This situation is brought about by Section 26 of the New English Patent Act, which provides that "any person may at any time not less than four years after the date of a patent and not before the 28th of August, 1908, apply to the Comptroler for

the revocation of a patent on the ground that the patented article or process is manufactured br carried on exclusively or mainly outside the United Kingdom, and unless the patentee proves that the article or process is manufactured or carried on to an adequate extent in the United Kingdom, or gives satisfactory reasons why the article or process is not so manufactured or carried on, the Camptroller may make an order revoking the patent either at once, or after a specified time if the patented article ar process is not in the meantime manufactured or carried on within the United Kingdom to an adequate extent. If the patented article or process is not manufactured or carried on within the time allowed and the patentee can give satisfactory reasons for his failure to comply with the order, the Comptroller may extend the period specified in the order for a period not exceeding twelve months. An appeal can be made to the Court against the decision of the Comptroller under this section."

As is evident from a careful reading of this law, its object is to compel foreign manufacturers, whose products are sold on a large scale in Great Britain under the protection of English patents, but not manufactured in the United Kingdom, to become in effect English manufacturers by forcing them to establish factories in England, or suffer the loss of their export trade to British manufacturers who by process of law abrogate their patents and can thereafter make the foreign manufacturers products without payment of royalty. In other words, British patents are hereafter for the protection of British manufacturers only, and American and other foreign exporters, who cannot or will not make their product in English territory, will have the pleasure of seeing British manufacturers profiting by processes or patents obtained at home at great expense without being able to compete with them for a share in British trade.

As a matter of fact, the same law has also been made effective in Germany and Russia, and in these countries, as well as in Great Britain. American inventors are required to have some of their goods made in these grantor countries.

So far as reprisals are concerned, Representative Focht, of Pennsylvania, introduced a bill in Congress on April 23, 1908, the purpose of which is to put foreign inventors who receive patents from the American government on a similar footing in this country by requiring that one-half of their goods be manufactured here. The Congressman's sole aim is to retaliate in the empires mentioned.



"AN ALCOHOL STOVE DOES AWAY WITH THE HOT KITCHEN."

## HOUSEHOLD ECONOMY OF DENATURED ALCOHOL

The Convenience of Denatured Alcohol in the Home. Its Economy for Cooking Purposes. Its Safety, and Why Alcohol is Economical to Use



VISIT to the Housekeeping Experiment Station at Darien, Connecticut, the home of Charles Barnard, con tributing editor to the Century Dictionary on tools and machinery, and a well-known literary expert on household appliances, disclosed many interesting facts concerning the econo-

my and convenience of denatured alcohol appliances for household use, which are valuable for retailers to know, as they place in his hands reliable information enabling him to talk intelligently to his customers concerning the merits of this new line. Mr. Barnard's reputation for accuracy and care in conducting his tests as to the value and efficiency of household utensils has led many manufacturers of house furnishing specialties to submit their new products to him for a thorough tryout, and in many cases Mr. Barnard has not only been able to report favorably upon the completion of his tests, but also to point out possibilities

of improvement which have enabled such manufacturers to make their new specialties perfect at all points before placing them on the market.

The Housekeeping Experiment Station is not a laboratory or a workshop, however, as one might infer from its name—it is a bungalow, located at Cedar Gate, a beautiful park in an exclusive section of Darien, and is the home of Mr. Barnard and his wife. Here Mr. Barnard tries out new household appliances and modern housekeeping methods by actual use under regular housekeeping conditions, which enables us to tell not what denatured alcohol ought to do, but what it actually does do when used for light and for cooking purposes in rural homes.

### Lighting Public Streets

"I have been maintaining an alcohol street lamp at my own expense for demonstration purposes," said Mr. Barnard, as we walked up from the railroad station together. "To-night the selectmen of Darien are to call on me and consider whether the town will instal some of these lamps to light the streets. The neighbors have been talking about what a brilliant light it gives, and my street lamp has done



GERMAN ALCOHOL-GAS STOVE.

more than anything else to awaken local interest in denatured alcohol."

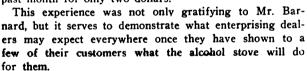
There is no doubt, judging from Mr. Barnard's experience, that if country dealers, who take up the sale of alcohol appliances, will light their stores, or the street in front of their homes with an alcohol street or arc lamp, the result will be an immediate wakening of public

interest in the new fuel. Even though the town does not adopt the lamps for street illumination, the whole community will thereby be led to investigate the merits of the alcohol lamps and stoves handled by the dealer.

### The Advertising Value of the First Sale

As an example of the advertising value of the first sale, Mr. Barnard spoke of a minister's family in Noroton, a nearby town, who had been using a kerosene stove for cooking purposes. Everybody knows the foul odor with which inferior oil stoves fill apartments, where kerosene is burned daily, and the minister's family had become ill from this cause. Mr. Barnard placed at their disposal an

alcohol-gas stove, and not long after the minister said to him, "We are so delighted with our alcohol stove, its cleanliness, economy of time, money and labor, and its freedom from offensive odors, that we do not know how to express our gratitude to you for showing us what a wonderful fuel denatured alcohol is. Much to our surprise, we have been able to cook all the meals for our family of three during the past month for only two dollars."



### Pitfalls to be Avoided

Mr. Barnard had one experience, however, which indicates certain pitfalls to be avoided.

Alcohol appliances are so new, and the proper way to use them so entirely unfamiliar to people that the dealer should follow his first sales into the homes of his customers and see that they know how to use their stoves and lamps properly. It is not enough to demonstrate the utilities to your customers at the store; whenever possible, call in a day or two after delivery to give further instructions.

Mr. Barnard provided a Darien restaurant with an alcohol stove, and calling around later found that the stove had smoked and sooted up the room the first time it was used. There was every indication that by mistake somebody had filled the reservoir with kerosene instead of alcohol, although the first time a new alcohol stove is used it may smoke a little while the anti-rust compound is burning off. After that, no further trouble need be expected from this source.

The point is, leave no avenue of criticism open at the outset, for your sale of alcohol lamps and stoves may

otherwise be needlessly hurt, and a prejudice be created against them unjustly. The alcohol stove cannot smoke, explode, or give off offensive odors, if used as it should be, and should anything go wrong through the ignorance of customers, the dealer owes it to himself to find it out promptly and show his customers why the article complained of gave unsatisfactory results and how to use the lamp or stove in the right way. Of course, after people become familiar with denatured alcohol all this will be needless.

### The Convenience of the Alcohol Stove

"I am going to show you one thing about the alcohol stove impossible with any other," said Mr. Barnard. "We will have luncheon together, and you will see my wife make toast on the table, poach eggs and prepare the coffee. The alcohol stove thus does away with the hot kitchen, the servant problem, coal, ashes and dust, and makes cooking a pleasure."

And so it was.

We sat down to the table together. Mrs. Barnard toasted seven slices of bread on her alcohol stove, poached five eggs and made coffee, nor did this method of pre-

paring luncheon take any more time than the usual way. Indeed, we were able to enjoy the meal with the hostess free to join in the round of conversation, and everything was piping hot and waiting for us when we were ready to eat it.



GERMAN ALCOHOL-GAS STOVE.

### The Cost to Prepare a Breakfast

Talking later about the cost of preparing meals on an alcohol-gas stove, Mr. Barnard said, "You will be surprised to

know how economical the alcohol stove is, even with alcohol at fifty cents per gallon, the price I pay for it. Here is a record showing what it cost us to prepare a recent breakfast. We used our two-burner alcohol stove, and coffee, cereal, bacon and an omelet were all ready to serve in twenty-seven minutes. Later we heated the water for washing dishes, and the entire cost was one cent and four mills—less than a cent and a half



AN AMERICAN ALCOHOL GAS STOVE.

up, and gone to many times the trouble required with the alcohol stove which is as easy to operate as a gas range. Do you wonder that country housewives go into raptures whenever they see one of these stoves for the first time!"

### The Economy of the Steam Cooker

"Of course, in cooking dinner, the cost is greater because it takes longer and there is more food to cook, but a dinner requiring three hours' use of the alcohol stove will cost about a cent and a half per hour, or four and a half cents. This is cheaper than coal and

compares favorably with gas.

"There is one thing to be said here. though," said Mr. Barnard, "and that is. people should use a steam cooker with their alcohol stove. You can cook an entire meal, meat or fish, vegetables, and dessert over one burner, the food will be better cooked, the flavor and the strength of the food will be preserved, and you can cook the vegetables and the dessert in the china serving dishes, thus saving the washing of pots and kettles. While the cooker may cost five or six dollars to start with, it is economical, sanitary, and will pay for itself many times over. Besides, Mrs. Barnard will tell you that it saves trouble, as she can start a dinner along early in the afternoon, go off calling for an hour or two, and come back and find everything ready for serving."

### What a Gallon of Alcohol Will Do,

"In order to find out how economical the alcohol-gas stove is I made a comparative test of alcohol and coal for cooking purposes," continued Mr. Barnard, inviting the writer into his study where we looked over his records together.

"I took a gallon of alcohol, costing me fifty cents, and used it for cooking only. This lasted thirteen days; with it we cooked thirty-five meals, including breakfasts, luncheons, and dinners, the latter including four courses and requiring from two to three hours to cook. I found it cost us an average of three cents, eight and a half mills per day, and an average of one cent, four and a third mills per meal, and, as I have said, the gallon of alcohol lasted nearly two weeks.

"At this rate, we could have cooked all our meals with denatured alcohol for a month (31 days) for \$1.19. I have no doubt this fact will interest many city people, whose gas bills average high, but, of course, you must not lose sight of the fact that our steam cooker was a necessary, but legitimate factor in securing such results."

### Comparison With Coal

"I have here my records of our coal consumption for cooking extending over a period of 148 days. I buy my coal by the 1,000 pounds at \$3.37 per half ton, and this table shows how long each lot lasted, average daily consumption and average cost per day.

### Coal Consumption for Cooking

NO. DAYS HALF TON COAL LASTED.	AVER. CONSUMPTION PER DAY.		AVERAGE COST PER DAY §
46 days	211/2	lbs.	\$.08
*32 days	31	lbs.	.10
*30 days	30	lbs.	.10
40 days	25	lbs.	. <b>o</b> 8

\*January and February.

§ Add one cent per day for kindlings.



THE HOUSEKEEPING EXPERIMENT STATION.

"Now," said Mr. Barnard, "you see the average daily cost of the coal for cooking for the 148 days was \$.09, and you must add to that a cent a day for kindlings, bringing the total average up to ten cents per day. This does not consider the trouble and labor of handling the coal, making fires, emptying the ashes and all that. With the alcohol, there were no kindlings, no dust, no dirt, no ashes, no heavy lifting, no waste, but absolute efficiency. Coal for cooking, therefore, is nearly three times as costly as alcohol for cooking purposes, so that alcohol at around \$1.25 per gallon would be as cheap as coal at \$6.75 per ton."

### Cleanliness of Alcohol

"Yes," broke in Mrs. Barnard at this point, "and don't forget to say how clean and nice alcohol is to handle. It is so different from kerosene. You can spill it on the carpet or your dress and it does no harm; if you get it on your hands, the alcohol leaves them feeling cool, clean and sanitary. I think it is the greatest blessing of modern times."

One has only to see the beautiful home of Mrs. Barnard, its artistic atmosphere and abounding evidences of good taste and the careful housekeeper to appreciate this tribute to denatured alcohol.

### Why Alcohol is Economical

"As you know," said Mr. Barnard, "the reason why denatured alcohol is so economical to burn in lamps and stoves is because it is turned into gas, which is then





GERMAN ALCOHOL STREET LAMP.

mixed with air, and the mixture burned in the same way that gas is burned in a Bunsen burner

"Alcohol burned through a wick in the same way that kerosene is burned, would be very expensive indeed, but when you turn the alcohol into a gas and mix air with it, a pint of alcohol will go as far as three pints or two quarts of kerosene. That is to say, with alcohol at fifty cents per gallon, one pint, costing less than seven cents, would go as far as a half gallon of kerosene, costing seven and a half cents.

### How Alcohol is Burned

"Without going into technical details as to how alcohol is burned in a modern gas stove or mantle lamp, it is enough to describe the operation of lighting one. As you know, you pour a little alcohol into the cup beneath the burner of your stove or lamp, and light it. The burning alcohol makes the burner so hot that when you open the valve and let the alcohol flow through it, the alcohol turns into a gas. This gas in passing through the jets in the burner mixes with itself about one quarter of its own volume of air, and you get a hot blue flame precisely like that seen in the ordinary gas stove, which is itself also nothing but a modified Bunsen burner.

"In the case of the lamp, the burning gas makes the mantle incandescent, or white hot, just as illuminating gas does in the case of the Welsbach light.

"Everybody knows that when a liquid or a solid turns into a gas it expands to many times its volume as a solid or liquid; that is what happens to liquid alcohol in a lamp or stove.

"I think this explanation should make it clear to you as to why alcohol is so economical to burn, even at prevailing prices. When alcohol drops to around twentyfive cents per gallon, as it will in the course of the next few years after it has come into general use, even the poorest classes will find it to their advantage to use denatured alcohol."

### The Safety of Denatured Alcohol

"While I do not wish to be quoted on this point, I should say that alcohol does not turn into a gas at less than 176 degrees Fahrenheit, whereas gasoline gasifies at much below ordinary temperatures; in any case, as you saw, you have to make the burner quite hot before the alcohol gasifies. Therefore, if you turn the flame low and the wind blows it out, the alcohol will go back to a liquid again, and does not fill the room with an inflammable gas, as a gasoline stove would. These facts are something your trade should not overlook in selling these goods."

### Alcohol Lamps vs. Kerosene Lamps

"As between the alcohol lamp and the kerosene lamp I have made some interesting comparisons:

"First, as to heat radiation. Everybody who has a

central-draft oil lamp knows that it throws off a great volume of heat, making it uncomfortable to sit near and read by at night, or to use on a hot summer night. The alcohol lamp, on the other hand, uses its heat in rendering the mantle incandescent and radiates very little heat

"The quality of light an alcohol lamp throws off is three or four times as bright as an oil lamp, and is so near to sunlight that you can see to match colors by it. This is a great advantage to shopkeepers, as ladies can see to match silks, dress goods, etc., by the alcohol arc light as well as they can in the daylight.

"As to cleaning, I have found by actual test it takes from fifteen to seventeen minutes to clean, fill and trim three oil lamps, whereas, it takes only three minutes to make three alcohol lamps ready for use, because all that is needed is to fill them. The chimneys remain clean for a long time, as alcohol does not smoke or "blue" them as kerosene does, and there are no wicks to trim. Here is a great botheration done away with.

"As to the effects of the lamps on the air of the room, I placed an oil lamp in one of our rooms and shut the door. After it had burned an hour, the air was perceptibly foul, and after an hour and a half the air was not fit to breathe. Testing an alcohol lamp under the same conditions, the air of the room was apparently as sweet and pure at the end as at the beginning, as in using alcohol there are no offensive by-products."

### Alcohol an Ideal Fuel

"Experiments made here at the Housekeeping Experiment Station during the past year prove to me that denatured alcohol is a safe, economic and an efficient domestic fuel, wherever the housekeeper desires a pleasant kitchen in which food may be cooked under the best sanitary and hygienic conditions," said Mr. Barnard, as the

writer made ready to return to the city, "and at the greatest possible economy of time, labor, materials and money.

"Of course, there may be accidents in using alcohol-gas, as there have been with coal, artificial gas, kerosene and other fuels, but the daily use of this gas at the Housekeeping Experiment Station for many months have failed to show a single explosion, fire or other accident that was more than a trifling mishap instantly and easily corrected. If a spoonful of alcohol is spilled and takes fire, blow it out. If a greater quantity takes fire smother it with a pot cover or dash a little water over it. Should you spill any on your clothes and set fire to it by accident, walk slowly over to the sink and pour water on it or brush the flames out with your hands. Do not run, CONSTRUCTION OF ALCOHOL and you will be safe."



LAMP BURNER.





H. WINDHORST, Lyons & Chabot, New York, writes: "I am enclosing herewith one of our Semi-Annual circulars. Can you offer any suggestions to improve same? What is your idea of it?"

Your circular, which we reproduce elsewhere, is well conceived, but we do not think your printer did justice to your copy. Not enough attention has been given to typographical display, nor has he

taken pains to feature such sub-divisions as "Gray Enamelware," etc. The consequence is the circular is flat and lifeless; there is too much sameness about it, and while it is readable, the circular is not one calculated to attract attention because it looks "cheap." The fact that this circular was distributed with Sunday newspapers probably secured for it a hearing, which accounts for the success of your sale, but we think better results will be obtained next time, if you insist on having your next circular given better typographical display, the subdivisions set off in box borders with feature headlines, and we also think your next circular will be better balanced if you have the firm name placed at the bottom of the "ad" instead of having two such strong features at the top.

K. K. Denniston, with the J. D. Purcell Company, Lexington, Ky., writes: "Am enclosing copy of 'ad.' recently used for opening our house furnishing exhibit, which proved a grand success. This is the best ad. I have ever had for good results. The saucepan, which was a good value, proved a great drawing card for the entire advertisement. Have been watching the advertisements and comments on same in the Review and get great good for Am always open to suggestion. This exhibit which lasted one week, consisted of twenty demonstrations chiefly of house furnishings, and a free class in cooking, proved a great thing for our basement, as it was packed from opening to closing. Do you think it would be advisable to run two of these exhibits a year, say another about October first? Or do you think that would be overdoing the business? Any suggestions on this through your valuable columns will be highly appreiated."

Answering your first question, we think your advertisement is a good one. The reading matter in your opening announcement is especially well written, and it is also well displayed. Our chief criticism of your advertisement is the fact that your printer has used linotype composition in many places where display type would have looked better. This is true of the two smsall squares at the top of the ad, and on the left hand middle panel. There is too

much white space here, and too little black-face type. The bottom half of the ad. would have been improved greatly by means of stronger head-lines, although it looks very well without rules. Taken as a whole, the advertisement is well balanced, readable, and well arranged.

Answering the second part of your letter, would say that we believe you could run another exhibit in October with good results. Of course, it would pay to feature fall specials at that time as you featured spring specialties in February. We might add that a similar industrial exhibit given at the Wm. Barr Dry Goods Company's store, St. Louis, by Mr. Wade last January proved so much of a success that Mr. Wade contemplates making this a permanent feature of his department. Whether this idea would work out successfully we have some doubts, as it seems to us people like a change and something new would have to be exhibited every week in order to maintain interest. Whether new goods could be obtained so frequently is open to question. We think that an industrial exhibit might be conducted for a month quarterly with a good prospect of success, and there is no doubt that demonstrations and lectures on cooking are a strong drawing card. Why not try a demonstration of alcohol utilities next to draw in your out-of-town trade. As these goods lighten the labor of those living in the country, they are essentially summer goods, and could be featured in June or July with good success. Let's hear from you on this point if you conclude to try it out.

Milton Meyer, of the Geismar-Meyer Company, Hoboken, N. J., writes: "I herewith send you one of the fourpage circulars, of which we are distributing 30,000 by canvassers and by insertions in newspapers. We are about to take possession of our new building, occupying 50 x 150 feet, with four selling floors and basement. The entire basement will be devoted to crockery and house furnishings. We are in the regular department store line."

Your circular, of which we reproduce one page above, is very good indeed. The headlines are strong and well displayed, and each page is well balanced. We like your idea of placing your illustrated bargains around the outside margin of the circular, and the way they are arranged. The two circles on the page with your special offers of much-needed articles—clothes pins and thread—at a particularly low price seems to us well calculated to draw trade and secure results. Altogether your circular is one of the best of its kind we have seen, and we particularly like its small size (12x18), which makes it handy to hold and to read.





A. F. Breton, of the Curran Dry Goods Company, Waterbury, Conn., brought in his advertisement\* in person for criticism, and one point of difficulty developed which no doubt is common to many advertisers-the difficulty of getting the printer to follow instructions on copy, or take the pains with it he should, especially in newspaper offices where everything must be done in a hurry. The chief criticism of this copy is typographical errors, and failure to strengthen certain lines evidently intended in the original copy to have been put in larger type. The only way in which this trouble can be overcome is for advertisers in preparing copy to take pains with the layout, specify what lines are to be featured and what lines can be set in smaller type. It is also well to send to the printer a layout of the border arangement wanted, and print in the feature lines with ink in lettering of about the size of type wanted. This will help out amazingly, and will prove a practical substitute for the more complete and technical specifications given by advertising experts who are in theory, if not in practice, practical printers.

A striking single-column advertisement is that of the Columbus Dry Goods Company,\* Columbus, Ohio, which runs the depth of the paper. This copy is run daily, and gives special bargains for each day in the week. There is little difficulty in securing good display and excellent typographical effects with an advertisement of this kind, and its unusual shape should attract much attention.



The four-inch, double-column advertisement of chafing dishes by W. H. Barnard & Company,\* Norfolk, Va., is ideal. The typography is tasteful, the arrangement of cuts striking and appropriate, and the use of white space shows the experienced ad-smith.

Another four-inch, double-column advertisement is that of imported enamelware by the Patrick Hackett Hardware Company,\* of Ogdensburg, N. Y. The cuts are made to tell the story of the advertising, and the simple fact that the enamelware is imported and the color is given is strengthened by a suggestion of superior quality by the use of the trade-mark. This bears the earmarks of a clever advertiser.

Stuart's,\* of Canton, Ohio, suggests a right way to use the small ad. to good advantage—that is, by offering one good bargains each day. This special bargain can be illustrated and described to good advantage, and it suffices to draw trade to the store to whom may be shown the entire stock after they call.

The Oriental Company,\* Salem, Ohio, advertising kitchen helps shows a good advertisement. We are not particularly well impressed with the stock cut, "Household Goods," and think a cut of the Savory roaster would have been to better advantage. The quoting of prices is an excellent feature of this ad.

<sup>\*</sup>See Page 36.





### DO DEMONSTRATIONS PAY?

The Objections to Demonstrations, and Their Advantages.

The Argument for the Retailer and the Manufacturer

the question, Do demonstrations pay? This is a question both manufacturers and retailers are asking, and as their problem is practically mutually identical, we will take up the question from the retailers' point of view.

Most retailers who oppose demonstrations, argue about as follows: We do not see why we should advertise unknown articles, create a demand for them, and spend time and capital in promoting the sale of other people's goods. We are in business to make money and to supply the public with what they want and ask for. We

can make the biggest profit by keeping expenses down, which means by selling goods for which there is an existing demand. If we were to take up every new line, no matter how good, we would have to do more advertising, expend more effort and employ a higher grade of help at increased cost for wages, and we doubt whether the profits would increase to the degree that would warrant us in increasing such expenses. Therefore, we do not see why we should conduct demonstrations of new goods.

So far as demonstrations of goods extensively advertised by the manufacturer is concerned, this is different, it is true. But what good will the demonstration do us? We must give up valuable space in our house furnishing department, advertise the demonstration at least twice a week, using costly copy better devoted to our staple lines, and in the end the demonstrator will sell few of the goods. After the demonstration is over the public will forget all about the demonstration, and we are as badly off as before. Of course, the demonstration may help to attract people to our basement and thus sell some of our regular stock, but a special sale will serve the same purpose to better advantage.

### Do Demonstrations Pay Retailers?

The question is, are the arguments of the retailer conclusive? The question is not one of opinion, but of fact. The answer is best given by drawing upon the experience of those who conduct demonstrations and know what can be accomplished by this method of merchandising.

To properly answer this question retailers should look at it from the point of view of the public. That store is most successful that best serves the people and caters most to the interest of its customers. Let the department manager put on his hat and coat and mix with his customers, listen to what they say and join with the people who come to buy his goods. A few experiences of this kind will do more to open his eyes to the truth regarding the success (or want of success) of his department than a bushel of eloquence.

#### **Demonstrations Create Good Will**

The first thing Mr. Buyer will learn upon mixing with his customers is that demonstrations create good will.

"Oh, what is this they are doing over here," exclaims Mrs. Smith to Mrs. Jones.

The two women trot over to the demonstration booth and listen to what the demonstrator has to say. They examine the article. If it sells for a few cents they may buy one because of its novelty; if it costs several dollars and they have no need of the article just then, neither Mrs. Smith nor Mr. Jones will buy one, but both of them will take a circular away with them and file it away for future reference. Its merits will be discussed at the dinner-table when the husband comes home or at some other opportune time, and the memory of the article will remain until the need for it arises—then Mr. Buyer will have the pleasure of seeing Mrs. Smith walk in and ask for the article she saw six weeks or several months before.

It is these "come-backs" that constitute the most valuable asset in retailing merchandise, and this feature of the pulling power of demonstrations is a proven fact well known to both manufacturers and retailers who feature them.

### The Three Factors Needed for Success

The next thing that Mr. Buyer will learn from his investigation is that not everything offered him is suitable for demonstrations, and he must study how to "pick the winners."

How he can do this Mr. Charles Herman, of the Rothenberg Store, New York, pointed out to us in a recent interview

"Three things are needed to make demonstrations successful," said Mr. Herman. "I have learned that you must have a good article, a good crowd and a good demonstrator.

"If you have a good demonstrator and a good article, but a small crowd, your demonstration will fail.

"If you have a good crowd and a good demonstrator, but a poor article—one that will not stand the test of home use and please the customer—your demonstration will fail.

"If you have a good crowd and a good article, but a poor demonstrator, one who cannot interest people, convince them of the merits of the article and create demand for it, your demonstration will fail.

"All three 'goods' must be delivered and when they are combined in equal proportions there is nothing I know of more helpful to the profits and welfare of the house furnishing department.

"So far as demonstrations of new specialties is concerned," continued Mr. Herman, in answer to a question, "I think it foolish for department managers to limit themselves to goods for which the manufacturers have created a demand by general publicity or other methods. That would be like a man prospecting for gold and finding diamonds passing up the diamonds on the ground they were not what he was looking for.

"If a salesman shows me an article that is brand new and I believe it to be of genuine merit, I will take it and demonstrate it. The result is our store gets a reputation for progressiveness and enterprise that is invaluable to us."

#### **Demonstrations and Sales Clerks**

"There are two sides to the question as to the after effects of demonstrations so far as our clerks are concerned," said Mr. Herman. "One side is that a tactless demonstrator, being irresponsible to the store management, can disorganize the sales-force by telling our clerks they are foolish to work for so much when they can get so much more acting as demonstrators. Then again, when we advance some of our clerks to posts as demonstrators, they cannot stand prosperity, become dissatisfied and finally quit or are discharged. Manufacturers should insist upon their demonstrators minding their own business and paying strict attention to their own duties, and department managers should use discretion in selecting sales girls for promotion.

"These objections are matters of detail, however, and common to every employer's experience.

"The other side of the question is that demonstrators, who have judgment and ability, stimulate our sales clerks to a better application of salesmanship, educate our force to a knowledge of the selling points of new goods, and pave the way for greater efficiency all along the line. There is no doubt in my mind that demonstrations pay and I speak from knowledge gained by actual experience."

### A Word to Manufacturers

In concluding this brief article, we have this to say to manufacturers. Demonstrations pay better than general publicity (although the latter cannot be dispensed with) because in advertising you talk at long range against forty pages of other advertisers among whom you are lost in the shuffle, whereas from your demonstration booth you talk personally with crowds of customers, show your goods as they are, distribute circulars that are preserved for future reference, because the recipients have a personal knowledge of the goods, and if you make no sales at the moment, sooner or later the bread thrown upon the water during the demonstration period will come back through the retailer.

### The Experience of One Manufacturer

Talking with Miss Hendrickson, General Manager of the Stillman Safety Lamp Company, of New York, on this subject, we were informed that there is an increasing demand for demonstrations in almost every section of the country.

"We distribute circulars illustrating our lamps and lanterns," said Miss Hendrickson, "and we have plenty of evidence that these circulars are preserved. Not long ago a customer came to our New York office and bought a considerable number of our lamps, showing a circular that we had not issued for two years. In another instance we received an order from Denver enclosing a booklet distributed a year before. Where this customer picked up the booklet we do not know and these are only two instances out of many that convince us that demonstrations are of the utmost advantage to manufacturers when placed in stores where the crowds go."

#### A Nut for Buyers to Crack

"That buyers who refuse to look at goods offered them by salesmen are not only discourteous but foolish is shown by this fact," added Miss Hendrickson. "A Brooklyn buyer tells me he knows whenever Brooklyn stores are conducting a demonstration of our lamps because his charge customers begin to come in and ask for them.

"They say to our demonstrators, 'Your goods are handled by Smith's, are they not?' "Yes; well, I have a charge account down there and I will order one from them."

"Suppose Smith's buyer has not only failed to put our lamps in, but also refused a hearing to our salesman when he called. What will he do when Mrs. Charge Customer comes in and asks for our lamps? He has not got it, does not know where to get it, and probably does not know a safety oil lamp exists. What impression does his regular customers get of him when they find out they know more about goods in his line than he does himself?"

This is a fair question and we will leave it for whoever will to think it over.



**Albert Rothschild** 

A LBERT ROTHSCHILD, who travels the Western States for Frank & DeKeyser of New York City. putting out their line of bath-room fixtures and household specialties where they will do the most good, says that he has had eighteen years of expedience in the line, although his picture will bear testimony to the fact that he does not look it, and is "good to be in the ring" for another such period. Mr. Rothschild was with Stransky & Company for twelve years, and has spent the past six years with Frank & DeKeyser, a brief interval having been devoted to business on his own account, which through lack of capital he was forced to give up. Mr. Rothschild is well and favorably known throughout the Western trade and has acquired his share of "Western hustle," as evidenced by the fact that his sales have been increasing from year



ILLING & MOULD, of Troy, N. Y., have incorporated with a capital of \$10,000 to operate a department store.

JOSEPH Bros., Elmira, N. Y., are planning to erect a big department store in that city.

It is reported that a new \$50,000 department store will shortly start in business in Rreading, Pa.

OLDS, WORTHAM & KING, Portland, Ore., will erect a large five-story building for their use, and it is reported that another department store building will also be constructed in the down-town district.

THE BOSTON DEPARTMENT STORE, Boston, Mass., a new firm of which Mr. J. S. Bailey is manager, will open a new department store.

WARE & DAILEY have opened a large department store in Passaic, N. J. The company owns large and successful department stores in big cities in the States of New York and New Jersey.

THE DUNLAP COMPANY, Shenandoah, Pa., have opened a branch store on East Center Street.

THE KLAUSNER BROTHERS DRY GOODS COMPANY, Newark, N. J., have incorporated with a capital of \$5,000 to conduct a department store.

E. W. EDWARDS & SON, Syracuse, N. Y., have incorporated with a capital of \$1,000,000 to operate department stores

GEO. B. WAITH COMPANY has been incorporated with a capital of \$2,000 to operate a department store in Ellington, N. Y.

THE MURDESON DRY GOODS COMPANY, Buffalo, N. Y., will operate a new and handsome department store in Niagara Falls. The fittings of the new store are elaborate, and an electric elevator and all the latest appliances and conveniences are installed.

E. ROSENWALD & SON, who conduct a large department store in Las Vegas, New Mexico, are planning to erect a new building for their use.

THE CLARK & SANDS COMPANY, Worcester, Mass., has been incorporated with a capital of \$10,000 to operate a department store. President, Alvah F. Clark; treasurer, Douglas T. Sands, and clerk, Lester M. Bacon, all of Worcester.

A. F. Ross & Company, has been incorporated at Newburyport, Mass., with a capital of \$25,000, to handle household goods. President, Eleazer S. Pike, Malden; treasurer and clerk, Joseph H. A. Currier, Newburyport.

GARANT & COMPANY, Saratoga Springs, N. Y., has been incorporated with a capital of \$25,000 to conduct a department store.

THE ADAMS-FLANNIGAN COMPANY, of New York, has been organized for the purpose of taking over the business of Fellows & Smith, the department store in the Bronx, which recently went into bankrupcy. The new

owners are building additions to Fellows & Smith Store, and will give to the Bronx a large and modern department store. John Flannigan and Thomas E. Adams, a son of one of the directors of the O'Niel-Adams corporation, are interested.

THE FIFTH STREET STORE, Los Angeles, Cal., has taken over the stock and fixtures of the Central Department Store.

It is reported that a department store with a capital of \$1,000,000 is being organized in Atlanta, Ga. The building of this concern will be erected on a prominent business street in this city.

The L. S. Donaldson Company, Minneapolis, Minn., are receiving the congratulations of the trade upon the beautiful booklet they have recently issued concerning the "Donaldson Glass Block." This booklet is printed upon calendared paper and a handsome tint-block is used throughout. The illustrations are unusually excellent and show a store which is equal or superior to many of the leading stores in the largest cities of the United States. Every department is equipped with the finest of fixtures, furniture, etc., to say nothing of store decorations, and the ground arrangements are of the highest class. We congratulate the L. S. Donaldson Company upon the splendid showing made in this beautiful booklet.

### A Modern Delivery System

When one makes a purchase anywhere in Abraham & Straus's new store in Brooklyn, N. Y., his parcel is dropped into a hole, and that is all he knows about it until it arrives at his door, all covered with peculiar marks and signs.

But when it is dropped into that hole it falls on an endless belt and is off on a long and intricate ride. It is carried on various systems of belts until it passes out of the main store under Livingston street and into the complex delivery room in the new building.

There the bundle, if on a charge or C. O. D. account, drops in front of reference clerks, who instantly verify the name and account. Then it passes on to other clerks who check and recheck and check again, so there can be no mistake, until the "endless" belts have carried it to the sorters, who work with the skill and agility of trained postal clerks. Apparently with ease and indifference they throw packages, large and small, here and there, and the packages disappear and continue on the journey until they arrive in a cage over which presides a driver, who knows his route and the patrons of his employers' store on his route as thoroughly as a postman knows his route. To one who has wondered how his tiny parcel is delivered promptly in all the daily rush of business, the mystery is explained by an inspection of this system.



### WELL-KNOWN MEN OF THE ROAD

Knights of the Grip Known to the House Furnishing Trade in the United States

### L. H. Grober

H. GROBER of Covington, Ky., is a "knight of the L. grip," who has returned to his first love after having spent fifteen years in the retail china and house furnishing goods business in Covington up to the summer of 1907. Mr. Grober now travels through Cincinnati and vicinity, central Kentucky and southern Indiana, and during his long experience as retailer and sales agent in this territory has acquired a wide acquaintance in the trade. Mr. Grober is a manufacturer's agent and represents a number of manufacturers including the Iron City Tin and Japan Company, of McKees Rocks, Pa.; The Royal Polished Steel Roaster Company, Troy, Ohio, and the Aluminum Cooking Utensil Company, of Pittsburg. Before he went into the retail business, Mr. Grober had been a traveling salesman, so that his trips from city to city are no new experience for him.

### George W. Schulze

ONE OF the Metropolitan salesmen well known to the house furnishing trade is George W. Schulze, who represents E. B. Estes & Sons of New York, and calls on the trade in Greater New York. Mr. Schulze has been with his firm for two years past, and supplies special wood turning to nearly every manufacturer in the greater city, wherever wood enters into the making of their line, and enjoys busi-

ness relations with the largest, as well as the smallest, manufacturer. Mr. Schulze also provides a line of novelties for the use of the large jobbing trade. To the men who travel from city to city, New York seems like a small territory, but its multitude of manufacturers and many square miles of ground covered by the greater city, keeps Mr. Schulze as busy as some others of the traveling fraternity, who cover longer stretches of territory in their travelings to and fro.

### James D. Henderson

AMES D. HENDERSON, of Philadelphia, Pa., is one of the oldest traveling men in the trade. Some thirty odd years ago he went on the road for the celebrated house of the Lalance & Grosjean Manufacturing Company, who were then located at 89 Beekman Street, and traveled constantly from New York to the west as far as Denver. After traveling for them for some twelve years, he purchased an interest in the house of Benham & Stoutenborough of New York and ran that business under the name of Henderson & Stoutenborough ten years. Leaving New York, he went to Philadelphia in the interests of several houses and finally drifted into the regular commission business, becoming a manufacturers' representative. Mr. Henderson now represents seven of the bestknown metalware manufacturers in the country and has a business of considerable proportions.



E. H. Bentley, formerly buyer of house furnishing goods for Trask, Prescott & Richardson Company, Erie, Pa., who is now located in Columbus, Ohio, left a record tehind him in Erie to be proud of. As announced in a former issue, Mr. Bentley and his assistants won the first prize of \$50.00 in gold by a gain of 24.8 per cent. over the same week in the preceding year during the first department managers' sale, and in the second sale contest of the same kind held the week ending March 28, 1908, the last week of Mr. Bentley's connection with this firm, his department again won first prize of \$50 by a gain of 373 per cent. in sales. As the next highest gain made by any department was 19.9 per cent., the splendid record made by Mr. Bentley and his assistants is worthy of comment.

Mr. I. HALPERN, buyer of house furnishings for the Pettis Dry Goods Company, Indianapolis, Ind., will marry Miss Frieda Pink in July of this year. Mr. Halpern is one of the most successful and progressive buyers in the trade, and is receiving the congratulations and good wishes of his many friends.

A REPRESENTATIVE of this paper, who visited the office of the Lisk Manufacturing Company, in Canandaigua, N. Y., was informed that, according to present indications, the business would be out of the receivers' hands within 60 or 90 days. The firm is doing a good business and is gradually getting financial matters in a satisfactory condition. The Reed Manufacturing Company, of Newark, N. Y., has been released from receivership and its business is running ahead of last year in volume.

LANDERS, FRARY & CLARK, Meriden.

Mass., have moved their Boston office to 157 Summer St. THOMAS C. MEEHAN has joined forces with the new Elting, Siegel & Company's store at Trenton, N. J., as buyer and manager of house furnishings, china and toys. Mr. Meehan requires but little introduction, having been so closely identified with the trade for a number of years both as buyer and traveler. He has an army of friends and they all wish him the greatest success in his new

THE M. B. MACE COMPANY, New York, has been incorporated with a capital of \$5,000 to manufacture ice cream freezers.

CHARLES SCHAAD, Brooklyn, N. Y., has incorporated with a capital of \$1,000 to manufacture ladders, etc.

THE RANGE MANUFACTURING COMPANY, Springfield, Mo., is organizing with a capital of \$50,000 to manufacture steel and malleable rangse, permitting the use of either wood or coal for fuel. Incorporators are major D. D. Berry, F. X. Heer and A. J. Eisenmayer.

THE UNIVERSAL HOLDING & MANUFACTURING COMPANY, Portland, Me., has been incorporated with a capital of \$500,000, to manufacture wooden articles. President, J. E. Chase; treasurer, G. J. Jason, and clerk, B. G. Ward, all of Portland.

THE FORT WAYNE REFRIGERATOR COMPANY, Ft. Wayne, Ind., has organized, with a capital of \$50,000, to manufacture sanitary refrigerators, to be made of glass and steel. The president of the new concern is C. A. Dunkleberg; treasurer, S. M. Foster; secretary, Albert E. Schaaf.

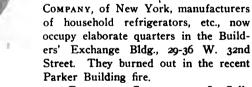
> THE AUTOMATIC SEWING MACHINE COMPANY, of Cincinnati, O., has been incorporated, with a capital of \$50,000.

THE LYON & SON MANUFACTURING COMPANY, Newark, N. J., has organized with capital of \$125,000 to manufacture buttons, brass novelties and silverware.

GRINBERG BROS., New York, has incorporated with a capital of \$100,000 to manufacture gas and coal stoves.

THE PETRILLO CLOCK COMPANY, Boston, Mass., has organized with capital of \$50,000. President, Joseph Petrillo; treasurer, Antonio Mele; clerk, James J. Tracy, all of Boston.

THE BRUNSWICK BALKE-COLLENDER



THE CHRONOGRAPHIC ENAMELING COMPANY, 153 La Salle Street, Chicago, has incorporated with a capital of \$20,000 to manufacture porcelain enameled metal articles.

THE SANITAX BRUSH COMPANY, Chicago, Ill., has organized with a capital of \$25,000 to manufacture and deal in brushes.

PETER F. PIA, 127 White Street, New York, have incorporated to manufacture toys. The capital is \$7,500.

THE PRYOR MANUFACTURING COMPANY, Chicago, Ill., have organized to manufacture metal specialties. capital is \$50,000.

THE NEW CENTURY NOVELTY COMPANY, Jersey City, N. J., has organized with a capital of \$100,000 to manufacture hardware and hardware supplies.



I. HALPERN

# WHO MAKES THE



# GLASSWARE and is it the best?

ASK THE DEALER.

A. H. Heisey & Co., Inc.

NEWARK, OHIO.

New York Sample Room

No. 25 West Broadway

A. A. Bean, Agt.

Baltimore Sample Room
122 West Baltimore St.
H. S. Bokee, Agt.

Philadelphia Sample Room 1035 Market St., T, Downs, Jr.. Agt.



GILL CLAY POT COMPANY, Muncie, Ind., has incorporated with a capital of \$30,000.

It is reported that the old Mansfield Glass Factory in Lockport, N. Y., has been sold for \$6,500. The assessed valuation of the plant was \$175,000, and one single machine used in the manufacture of fruit jars cost more than what the entire plant sold for.

WILLIAM ISAACS' SONS., Inc., Brooklyn, N. Y., has organized with a capital of \$1,000 to deal in glass, glassware, etc.

THE HOBBS' GLASS WORKS, London, Toronto, Can., has been destroyed by fire with a loss of \$300,000. The loss consisted principally of stock.

THE DOSE TUBE STOPPER COMPANY, New York, has been incorporated to manufacture glassware, corks, etc. Capital. \$25,000.

VAN STEINBURG & HURST, Colorado Springs, Colo., have opened a first-class china and house furnishing store, and have discontinued handling everything in the dry goods line.

CARPENTER & PIERCE, Troy, Pa., have added a new china department to their already extensive business.

THE JUST-TUNGSTEN ILLUMINATIQG COMPANY, New York, has incorporated with a capital of \$250,000, to manufacture electrical bulbs, lamps and globes.

VOGT & DOSE, New York, have been incorporated with a capital of \$25,000, to handle imported china and glaassware. The directors are Charles Vogt, H. G. Freeze and William Nagel, all of New York.

M. F. KAAG & Sons, Ft. Wayne, Ind., have the reputation of being one of the largest importers and jobbers of crockery, glassware, and imported French, German and Japanese china in their section of the country.

CHARLES AHRENFELDT & Son, New York, have incorporated their business with a capital of \$10,000. They are importers and exporters, and commission merchants for china and glassware.

HERMAN F. ROGERS, Huntington, N. Y., has opened a salestroom for cut glass, chinaware, and furniture.

THE G. W. DRAKE CUT GLASS COMPINY, Corning, N. Y., will be offered for sale again some time next month, as only \$900 was bid at the sale conducted by the receiver in April. Although said to be worth at least \$20,000 and inventoried at \$12,500, the small sum mentioned was the only bid offered.

THE A. L. BLACKMER COMPANY, INC., of New Bedford, Mass., manufacturers of cut glass, have assigned.

FISH Bros. & COMPANY. Nashville, Tenn., have moved to a larger and better location, and will increase their stock of chinaware.

THE PLANT of the Conneaut Lamp Company, Warren, Ohio, which is controlled by the National Lamp Company and which will be devoted exclusively to the manufacture of the new tungsten lamp, will soon be in operation. The Packard tactory in this city will also soon be turning out this same kind of a lamp.

A NEW CUT GLASS PLANT has been put in operation at Bowling Green, Ohio, by Pitkin & Brooks, the firm having closed its plant at Chicago Heights. The firm which originally operated the Bowling Green plant removed its molds and other chattels to Jeannette, Pa., where a new factory has been started in connection with the business of the McKee-Jeannette interests.

Mr. M. S. Koch, who has been with Messrs. J. Rosenblatt & Company, china importers, Baltimore, Md., nearly fourteen years, has resigned his position and is now representing factories for the Southern territory. Mr. Koch has established himself in Baltimore as a manufacturers' representative, and has secured the accounts of some well-known firms. As Mr. Koch is well acquainted with the trade in his section, including Baltimore and Washington, he has many friends who wish him success in his new position.

REPORTS from E. Liverpool, Ohio, indicate that the china trade this year is likely to be as much as in 1907, although the bulk of business will be done in the later months of the year. A large amount of business is being placed for fall delivery, and most of the potteries are working nearly to full capacity. The discovery of immense beds of china clay in Texas has led many pottery manufacturers to prepare for making china dinnerware instead of porcelain and semi-porcelain goods, which have been staple products during the past few years. The manufacture of art pottery is making a wonderful advance, and while some claim that seventy-five per cent. of the art pottery sold in the United States is imported, nevertheless American manufacturers are fast coming to the front, as is shown by the sales of a large art pottery of Zanesville, Ohio. This firm started to export last year, and its ware was sold extensively in England, Germany and Australia, Russia and France. The domestic sales have been growing rapidly, and this year will see several new art potteries placed in operation in the Ohio Valley District.

# "VOLLRATH"

STEEL - and - CAST IRON

# ENAMELED WARES



### Vollrath Double Roasters



Self-basting.

No buttons, ridges or grooves.

Easily cleaned.

The top is dished, pro-

ducing the Centre Drip.



Our constant aim is to produce only the HIGHEST QUALITY of steel and cast iron wares and our "40 years of knowing how" finds us making the only COMPLETE LINE of HIGH GRADE enameled ware made in this country. You see VOLLRATH WARE in every big store in New York and Chicago, and some day you, too, will learn that your greatest profits and satisfaction to your trade lie in a

COMPLETE AND HIGH GRADE LINE

# THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Office and Warehouse

Chicago

25 Warren St.

175-177 Lake St.

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.



### The Sternau Spray Brush

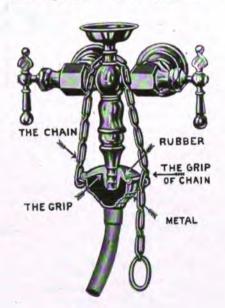
There has been a constant demand for a spray brush of such quality as to wear well, endure constant usage and give perfect satisfaction to the trade. It is a well known fact that a spray bath taken judiciously brings a healthy glow to the skin and promotes the health. A spray bath in the morning, or arising, exhilarates; and after a hard day's work it refreshes and enlivens.

We illustrate in this column several styles of spray brushes manufactured by S. Sternau & Company, 195 Plymouth street, Brooklyn, N. Y., a sufficient guarantee ing feature is overcome, as it enables one to attach the bath bulb securely to the faucet so as to resist the strongest pressure of water, an improvement of great utility.

This bath spray as well as the others made by this firm are made in two sizes, one for a faucet less than ¾ of an inch in diameter, and the other for faucets varying in diameter from ¾ to 15-16 of an inch. With each and every bath spray 5 feet of rubber tubing is furnished.

An examination of the cut showing a sectional view of the Hold Fast Bulb attached to the faucet will serve to indicate how the faucet chain works and how effective it is in holding the bulb securely attached to the faucet, no







of quality, durability and high grade workmanship. The first style of bath spray is made with two faucet chains and hold fast bulbs, which wear longer than any other bulb, because they are made of metal and rubber combined and are guaranteed not to burst. As will be seen the spray brush is fitted with a stop-cock, which enables one to stop or lessen the flow of water immediately without touching the faucet. It is also fitted with an extra long Ebonized handle with which one can secure firm hold and rub one's back with ease, and a Safety-Valve, which allows the water to escape when the pressure becomes too strong.

A simpler style of bath spray has a hold-fast bulb and faucet chain, which is of advantage where the pressure of water is so strong as to force any other bath spray bulb off the faucet. With the Sternau Faucet chain this annoy-

matter how strong the water pressure in the pipes may be. As will be seen, the chain is long enough to attach tubes to any size of a faucet, while the metal rim of the Hold Fast Bulb is equipped with a grip over which the proper link of the chain is slipped.

Everything considered, the Sternau Bath Sprays are among the best obtainable, are a credit to this well known manufacturer, and are well calculated to satisfy the most exacting of customers.

### The Acme Slicer

The Acme Slicer manufactured by the Oelkers Mfg. Company, Newark, N. J., which has been in general use for more than twenty-five years has gained a reputation as being substantially built, and is so simple in design that a child can operate it. The great perfection of its work and facility in operation has brough it into general use

for cutting bread, meats, fruit, and vegetables to any desired thickness.

For the information of the trade we desire to say that there is another bread slicer made in Newark, N. Y., which is exactly like the Oelkers' machine except that like most other imitations it is more cheaply made and naturally gets out of order more frequently. It also sells for just a little less than the Oelkers' machines, but the difference in price is not sufficient to overweigh its advantage, at the imitation is not very well calculated to give satisfaction to the trade for obvious reasons.

### Uncle Obediah's "Brother Bill"

Uncle Obediah is so well known to the trade as to need no introduction, particularly among those who handle the line of "money-back metal ware" manufactured by the Pritchard-Strong Company, Rochester, N. Y.

Uncle Obediah has sold hundreds of lanterns for those who have placed them in their show windows, and Uucle Obediah's "Brother Bill," a striking lithograph showing a bricklayer eating his dinner from a "Prisco" dinner pail is well calculated to attract the attention of people as they pass by, and judging from "Brother Bill's" happy smile he is more than satisfied with the good things taken from his dinner pail.

The Pritchard-Strong Company make a feature of assisting dealers in advertising and displaying their goods.

### The "Ouickout" Fire Extinguisher

There is a constant demand for fire extinguishers for household use, and to place in factories, shops, stores printing offices, farm buildings, and elsewhere where fire is likely to occur at any time. At the same time there is a demand for a fire extinguisher which will not do the damage water and liquid chemicals do to furniture and property in putting out the flames.

The "Quickout" Fire Extinguisher, manufactured by the Royal Manufacturing Company, Lancaster, Pa. is just out, and is a dry chemical compound contained in a long tin tube in sufficient quantity to put out a large fire, and will do the same work which requires several barrels of water without the danger of flooding the building or damaging furniture, carpets, etc.

This chemical compound is in powder form, and extinguishes fires when thrown from the tube with a scattering motion on the base of the fire. The moment it touches the fire a gas is generated which immediately smothers the flame no matter whether caused by burning grease, or oil, or any other inflammable material which even water will not extinguish.

The "Quickout" Fire Extinguisher is made to sell at a large margin of profit to dealers.

### More About Flies

There is an increasing tendency on the part of physicians and the health department of large cities to urge all householders to equip their windows and doors with screens to keep out the flies on the ground that these insects transmit disease germs of all kinds, particularly typhoid fever. In fact it has been proven that a large loss of lives is caused by flies during the summer months.

The Continental Company, Detroit, Mich., are assisting in an extensive campaign of education along this line

and are sending out to dealers and others interesting reproductions of newspaper articles and magazine articles on this subject. There is no doubt of the truth of their contention, and there is a movement on foot in some quarters by interested public officials to find ways and means of killing flies for the purpose of keeping down the mortality rate in our large cities.

The problem of eliminating flies is rendered much easier when the house is equipped with screens properly constructed for keeping out flies after those already in the house have been exterminated. Those manufactured by the Continental Company are of the best character, and dealers will find ready to hand advertising literature of a character well calculated to increase their sales of these goods during the summer months.

### "Androck" Toaster

We illustrate in this column a new scientific Ioc toaster which offers big value for the money and makes crisp toast, browned all over alike. The "Androck" toaster teasts quickly and economically, uses less gas than other kinds since all the heat is delivered to the toast.



This toaster, of which we show a sectional view, has a steel body, and is equipped with a tinned wire handle and a bright finished wire cloth bread rest 9 inches square. It is claimed to be the best toaster on the market.

As will be seen the body of the toaster is dished up so as to spread the heat to the outside, but it is prevented from escaping over the edges by the V shape of the feet. All the heat is forced to rise through the funnel shaped holes which are so small that the flames cannot get through.

This is one of the many specialties manufactured by the Andrews Wire & Iron Works, of Rockford, Ill.

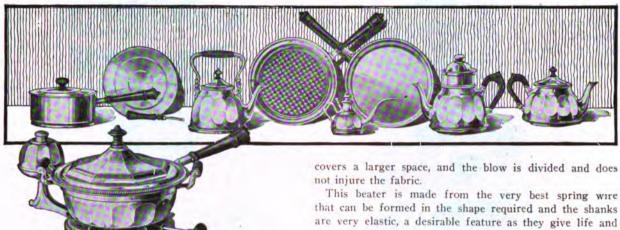
### The Distillation of Alcohol

We have had several requests for information concerning where a practical hand book on the distillation of alcohol from farm products and on the denaturing of alcohol can be obtained, and we take pleasure in calling attention to the book published by Spon & Chamberlain, 123 Liberty street, New York, under the title of "The Distillation of Alcohol from Farm Products" by F. B. Wright.

This book is in its second edition and includes the Free Alcohol Law and its Amendment, the Government regulations therefor and a number of U. S. Government authorized denaturing formulas.

This book discusses the various forms and sources or alcohol, the preparation of mashes and fermentation, the description of distilling apparatus as well as other practical information designed to help farmers and others wishing to go into this industry on a moderate scale. The book includes some sixty illustrations showing the layout of distilleries, and is a book that should be in the library of farmers and small manufacturers who contemplate the production of denatured alcohol for industrial purposes.





### The Manning-Bowman Alcohol Stove

The Manning-Bowman Alcohol Gas Stove made by Manning-Bowman Company, Meriden, Conn., is generally admitted to be the best American made alcohol stove on the market, and by the most careful tests has been shown to be economical, safe to use, and satisfactory in operation in both the single and the two burner style.

This stove is highly ornamental in appearance, and appeals especially to the "Summer Home" trade at this season of the year. The stove is nickel-plated and is suitable for use in cooking lunches on the dining room table; or, for cooking an entire dinner, it is as efficient as the ordinary artificial gas stove.

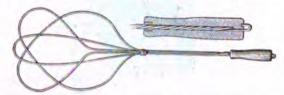
At the head of this page will be seen some of the necessary accessories to the Manning-Bowman Alcohol Gas Stove. These include the "Meteor" circulating coffee percolator, chafing dish with "Ivory" enamelled food pan, sauce pan, tea kettle, flagon, toaster, plate warmer, cutlet dish, and tea pot.

As a demonstration feature for the use of progressive and up-to-date house furnishing dealers, the Manning-Bowman Alcohol Gas Stove offers exceptional opportunities during the summer season, and observation of the results obtained by these demonstrations in some of the leading New York department stores seems to prove that the better class of trade is fully alive to the advantages and possibilities of this stove and the new fuel. Similar reports come from country dealers and those located in the summer resort towns.

### The "Cleaner" Rug and Carpet Beater

We illustrate here the "Cleaner" Rug and Carpet Beater manufactured by the Holt-Lyon Mfg. Company, Tarrytown, N. Y.

This carpet beater has recently been patented with four strong claims, the special feature of the beater being that it is made with a larger head than any other, the wire covers a larger space, and the blow is divided and does



force to the blow. The beater is also guaranteed never to break off at the handle, and the handle cannot come off, as one end of the wire fastens through the wooden handle and is bent in such a way as to prevent the handle from slipping off.

The "Cleaner" Rug and Carpet Beaters are so well made that some well known firms have sold the hotel size giving a guarantee to last one year, and one of these firms have never had a beater come back. This firm tells the manufacturer that no beater that they ever had would stand such a test.

### Lectures on "Cooking by Electricity"

Illustrated lectures on Cooking by Electricity, introduced by the Wm. Barr Dry Goods Co., of St. Louis, are being most successfully carried on by Gimbel Bros. of Milwaukee, Wis., and are daily drawing large crowds to their house furnishing department. The illustrated lectures are conducted by a well-known specialist in this line. The increased sales in this department since the beginning of these lectures has been so marked, that it is generally conceded this special feature will be taken up by the leading department stores through the country as a means of increasing business in this department.

### A Popular Demonstration

The demonstrations which are being placed in hardware and department stores by The New York Varnish Company, 585 Greenwich Street, New York, are meeting with great favor throughout the country. This firm is the manufacturer of "Grain-Stain," which is a colored varnish so made up that a beautiful grain can be secured in a very simple manner and without expert knowledge of any sort. A demonstration of this sort rarely fails to draw a crowd of interested onlookers, and while the demand for these demonstrations is coming in very rapidly we understand that this company is prepared to take care of such demands as fast as necessary.

### Germ Proof Water Filters

The improved Natural Stone Germ-Proof Water Filter, illustrated in this column, is made by the Fulper Pottery Company, Flemington, N. J., which has recently been given the most thorough bacteriological test by the Kansas City Chemic-Technic Laboratories.



The test had to do with the filter disc shown in the sectional cut, herewith, and the laboratories reported an efficiency of 100% in eliminating typhoid bacilli from the water, and an efficiency not lower than 98% in the case of all other bacteria. This result shows perfect filtration and that the improved-stone filters manufactured by Fulper Company are perfect in keeping drinking water clean and pure.

Of course; the filter used in a cooling appliance of this kind must be cleaned and sterilized from time to time. The Scneca-Tripoli-Stone disc is used in the Fulper Stone filter, and it is possible to clean and sterlize the filter disc at any time, as the stone proper is encased in a nickle plated metal case, from which the stone can be readily removed, giving easy access to all parts, as well as opportunity for thorough inspection, cleaning and sterlizing.

### 6-5-4 Black Lusta

6-5 4 is the only preparation in the world that is suitable for use on gas cooking ranges; it is applied like paint; dries quickly; shines itself; is grease and water proof; is not affected by hot water and one application will wear months.

It is also the best screen enamel in the world for two reasons: (1) Because it is so thin that it can not fill up the wire mesh. (2) Because it is rust proof and will make old screens look like new. No matter how rusty your screens are, 6-5-4 will "cure" them. It is just as good for the wood frame as it is for the wire mesh.

When storing stoves for the summer give them a coat of 6-5-4; it will prevent rust and they will be all ready for use in the fall.



It is especially fine for any iron-work that comes in contact with salt air and water, because it penetrates the iron and absolutely prevents rust.

Manufacturers of axes, tools, or any metal that needs a coat of black enamel will find 6-5-4 the best and cheapest preparation that they could possibly use for that purpose, because it covers such a vast amount of surface, dries so quickly, and gives the iron a finished appearance.

It is also a great labor-saver in this connection, because the article can be dipped instead of painted. It is made by Crosby & Co., Detroit, Mich.

### National Sweeper Company

Among the attractive offers of the Easter season was one by the National Sweeper Company, announcing their new carpet sweeper—"Martha Washington."

Besides representing the latest and most practical improvements in carpet sweepers, there is in the new sweeper an exquisite charm in its design. This is due chiefly to the end plate which differs from the conventional curved lines and harmonizes in good taste with the angular lines of the box and bail. The sweeper complete becomes mod-



ernized art—conforming to the spirit of the "Arts and Crafts"—and is eligible to the good graces of admirers of something more than merely "useful" in a household necessity. The number of Martha Washingtons already sold places it among the leaders of the National line. Seral hundred dozen sweepers were sold by the manufacturers on the special offer which closed May 1st.

The National Company have enjoyed an unusual trathis spring, their volume of business for the first queter exceeding that of the same period of any previous you in their history.

### Alcohol Lamps aud Stoves

Interest in alcohol lamps and stoves is continually increasing in the trade, and as the demand for these utilities increases dealers are finding difficulty in filling their orders. This is natural, in view of the fact that the industry is in its infancy in this country and few American manufacturers are in a position to turn out alcohol stoves and lamps in sufficient quantity to meet the constantly increasing demand.

This fact strengthens the position occupied in this field by such well known importers of alcohol lamps and stoves as G. Cohn & Company, 337 Broadway, New York, who are importing the Bengalia line in quantities sufficient to meet every demand.





We illustrate in this column a single and double burner alcohol stove handled by G. Cohn & Company, which are highly ornamental in appearance and are economical and efficient to use.

The Bengalia alcohol gas mantle lamp handled by these importers is of the best type and shows a high degree of efficiency, safety and economy in use.



One of the most interesting features of the Bengalia line is the inverted Alcohol Arc Lamp, especially designed for the illumination of stores, halls, public buildings, store fronts, and other places where a large and brilliant light is required. This lamp is economical to use and is reasonable in price, and is not effected by rain or storm. The light given by the alcohol lamp is of particular value to the store keeper, inasmuch as it is nearly equal to that of sun light, and the most delicate of colors can be matched by use of this lamp.



The Toledo Steam Cooker

One of the new comers to the advertising pages of the Review in this issue is the Toledo Cooker Co, Toledo, O. As to the advantages of this steam cooker to the housewife, Mr. Charles Barnard, of the Housekeeping Eperiment Station, Darien, Conn., has this to say:

"A family might wish to take a walk or a run into the country on a September afternoon and cannot go, because it is the cook's afternoon out. Haply there may be no hired cook and the House Mother stays at home all the splendid afternoon to roast a chicken, cook three kinds of vegetables, rewarm a soup and make cup custards and watch four pots on the stove and the roasts and cutsards in the oven. At the Housekeeping Experiment Station the operator in charge of that meal would place a steam cooker over a single burner alcohol (or gas) stove, place the chicken, the three vegetables, each in its own serving dish, the pot of soup and the custards, in their serving cups, in the steam cooker and close the doors steam tight. Fifteen minutes later when the steam cooker is well filled with steam the gas would be turned low to economize alcohol and the operator would, during the next three hours, go to walk, read a book or visit friends without care or anxiety concerning the dinner. At dinner time the operator returns, shuts off the gas, opens the steam cooker and in ten minutes the dinner is served, steaming hot, perfectly cooked, the chicken tender, juicy, each vegetable of its own individual flavor, in brief, the whole dinner perfect.'

The Ideal Combination Steam Cooker and Baker, used by Mr. Barnard in conducting the above test, is equipped with a copper water boiler, a whistle to warn the cook when water is needed, and is substantially built. The illustration above gives a splendid idea of this useful household utensil, which is made by the Toledo Cooker Company.

### Mr. Gross Visits Europe

Mr. Phillip Gross, President, and Chas. E. Mueller, Secretary and Treasurer of the Phillip Gross Hardware Co., Milwaukee, Wis., arrived at Naples, Italy, April 16th, in company with Mrs. Mueller. They will tour Europe for a few months and also visit manufacturing concerns of cutlery, hardware and kitchen furnishing goods.

### The Stillman Safety Lamp Company

Attention is called to the fact that the Stillman Safety Lamp Company, formerly of 43 Cortlandt street, has removed their offices to number 68 Murray street, New York, where they will be a little nearer to the trade and where they will have quarters better adapted to their purposes.

The advantages of the Stillman Safety Lamp are sufficiently well known to the trade to need no comment, and their new location should lead to a marked increase in their business.

### The Kennedy Corner Wardrobe Rack

We have the pleasure of introducing to the trade The Kennedy Corner Wardrobe Rack made by the Kennedy Novelty Works, Rochester, N. Y.



The superiority of this article over the ordinary coat hanger is made plain by the illustration, inasmuch as the Kennedy Rack fits any corner of the bed room, and will take the place of the old fashioned wardrobe at a vehy small fraction of its cost. The Kennedy Rack can be put in place by anybody, and needs no carpenter to nail up boards and hooks for a closet, thereby destroying the walls and making an unsightly appearance when taken away.



The Kennedy Wardrobe Rack is so constructed as to exert considerable pressure against the side walls, the back of the side rails being equipped with metal points which penetrate the wall sufficiently to hold the rack in place, but not enough to injure the finest papered walls. This rack is put up without the use of nails, hooks, or screws, and when sprung into position, the rack automatically holds itself in place.

The Kennedy Wardrobe Rack is made of the finest quality of oak, hooks and drape rod are made of cold rolled steel, nickel plated, and when artistically draped, as shown in illustration, is an adornment to any room. If used without drapery it makes an ideal hall rack.

The Kennedy Wardrobe Rack is one of those handy



household appliances which everybody has been looking for, and it needs only to be demonstrated in the house furnishing department to meet with ready sale.

### The Giant Motor Washing Machine

We are showing here a cut of the Little Giant Motor Washer—a machine that has established for itself a reputation for quality. The H. R. Irwin Manufacturing Company, of Cincinnati, O., who built these motors and washing machines, aim to build a motor that is more durable, has more quality about it, is more simple and more reliable than any other make on the market. Their Little Giant is about 25% more powerful than the majority



of motors. It operates on a very low pressure and develops great speed, which are the principal features of a good motor for this use. Nothing but the very best of material is used. Every part is perfectly machined with the wearing parts extra heavy. In the design of this motor, no springs are carried on the valves thus eliminating all danger of breakage and cause for trouble in the motor. One of the features of this motor is that it is mounted on a base which has a double bearing for the dasher shaft. This double bearing, top and bottom, holds this shaft and pinion gear always in one position, not permitting the gear to wabble as it will do in some makes. This double bearing construction permits the piston rod to always run in and out dead true, which means considerable to the life and wear of the motor. Many other features are found in this motor to make it a strictly high grade and thoroughly reliable machine for this particular use,



### TRADE PUBLICATIONS

GAS LAMPS.—Reineke, Wilson Company, Pittsburg, Pa.—A catalogue, No. 47, containing illustrations of a number of up-to-date designs in gas lamps, including inverted gas lamps, wrought-iron lanterns, and various styles of lamps similar in appearance to the electric arc, while others include special designs in out-door post lamps, which are new and striking in design. The line shown is artistic in appearance and the catalogue is well worth having on file.

BRASS CANDLE STICKS.—The Rostand Manufacturing Company, Milford, Conn. This is a handsome post card containing a folder illustrating the well-known line of brass candle sticks, door knockers, and andirons made by this well-known concern. The folder is very attractive in appearance and is worthy of the artistic goods produced by this house.

WIRE GOODS.—The Wire Goods Company, Worcester, Mass. This is the Spring Supplement published as an addition to their regular catalogue, and shows a large variety of wire and metal novelties, all of them being a necessary part of every well-informed house furnishing buyer's reference library.

THE SANITARY-PARAGON.—The Paragon Manufacturing Company, Chicago and New York. A booklet illustrating the Sanitary Paragon washing machine produced by this concern, a washing machine that operates on the revolving cylinder principle. The booklet shows details of construction, and the washers are adapted to both household and laundry use.

METALWARE SPECIALTIES.—The Holt-Lyon Company, Tarrytown, N. Y. A booklet containing the various styles of egg beaters manufactured by this concern, their "Cleaner" Rug and Carpet Beater, and other metalware specialties. The catalogue is one that should be on file in every up-to-date house furnishing store.

CARPET STRETCHERS.—The Cady Manufacturing Company, Auburn, N. Y. A small booklet illustrating a carpet stretcher of special design, which should be of interest to the trade. Other metalware novelties including carpet beaters, a tack puller and hammer combined, make this little catalogue a very useful one to have on file.

EASY TO SEAL.—The Schram Automatic Sealer Company, St. Louis, Mo. A handsome little booklet describing the Schram Automatic sealer fruit jar, which is easy to seal, easy to open, and unbreakable. These fruit jars, as illustrated, appear to be of superior quality and manufacture.

KITCHEN CABINETS.—I. X. L. Furniture Company, Goshen, Ind. A catalogue illustrating a large variety of kitchen cabinets of various sizes and styles. The catalogue is well illustrated, and shows a splendid line of goods. A variety of woodenware, including card and serving tables, ladies' writing desks, stands. etc., is included.

THE OIL-STOVE SALESMAN.—Novelty Manufacturing Company, Jackson, Mich. A booklet dedicated expressly to clerks, salesmen and proprietors of the Oil Stove Department, containing details of construction of the excellent line of aluminum oil stoves made by this concern, and which, if carefully studied, will increase the sales of all departments handling them. The stove is worth knowing about.

"BENGALIA."—A catalog and price-list of the "Bengalia" line of alcohol-heating stoves and burners imported from Germany by G. Cohn & Company, New York. This catalog shows a large variety of these goods, and should be in the hands of every enterprising dealer in the country.

STEWART-ROZWOOD ENAMELED ARTWARE.— The Stewart Company, Moundsville, W. Va. An illustrated catalog describing a complete line of new and exclusive enameled artware—"Art" ware because the most artistic enameled ware yet produced. The lining is a pure ivory white and the outside blended from a reddish brown body to an almost black. It rivals the most expensive pottery in artistic appearance.

GOOD METAL MAKES "NOBLES."—A 32-page book-let by F. H. Noble & Company, Chicago, Ill., illustrating the many notable metal novelties produced by this concern. The list, fully illustrated, shows a large variety of watch charms, fobs, souvenirs, souvenir spoons, stick pins, enamel lapel buttons, souvenir cuff buttons, badges, coins and pocket pieces, name plates as well as many other metal novelties that can be used for advertising purposes. The designs shown are attractive and the field covered is extensive and complete.

TO THE PROGRESSIVE HOUSEWIFE.—S. Sternau & Company, Brooklyn, N. Y. A handsome little vest-pocket booklet describing the Sternau coffee machines, handsomely illustrated. This booklet is gotten up in a shape worthy of the high-class advertising done by this concern.



# "ANCHOR" SINK

AND

### TOILET BRUSHES

(WIRE OR WOOD HAMDLES)

Most Sanitary Brush on the market, as they are made without the use of PITCH, CEMENT or soldering the tin ferrules. The brush that can be cleaned in boiling water without distributing itself all over the sink and down the drain. Best selling 5c and 10c line.

Send for Catalogue and Price List

PHILIP FOGARTY & CO. 229 Miller Ave., Brooklyn, N. Y.



# -"BENGALIA"

# ALCOHOL UTILITIES

**BENGALIA BURNER** 

Can be adapted to any ordinary D collar lamp.

Windproof.

Suitable for outdoor illumination.

Can be operated by anybody.

Retail Price \$3.50 Complete



Fullest guarantee given for 3 years, that Burner will act perfect.

No wick Burning!

Chimneys manufactured in Jena, Germany. Will not break from heat.

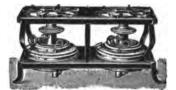
No Danger Non-Explosive

Can be used on any ordinary Kerosene Lamp. No blacking of mantle. Use ordinary mantle. Superior to any incandescent gas burner. Consumption one quart of denatured alcohol in 16 hours. Cost ¾ of a cent per hour. No soot. No smell.

# ALCOHOL STOVES



No. 15. Retail Price \$2.90



No. 16. Retail Price \$5.00

These stoves are quick boilers. (One quart of water boils in  $4\frac{1}{2}$  minutes.)

They are neat and clean, absolutely free from danger and far superior to any oil

They are, with the exception of No. 7, all fitted with regulators.

Fonts hold 1 pint of alcohol; burning capacity 6 hours.



No. 8. Retail Price \$5.00



No. 7. Retail Price \$3.00

Ask for particulars and dealers discounts of full line.

# G. COHN & COMPANY

337 BROADWAY

NEW YORK

### WANTS

Subscribers may insert want advertisements, such as may be approved by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge. Advertisements for this department must be received not later than the 15th of the month.

AGATITE MENDS AGATE WARE—Does it right, too! Stands the hottest fire. Won't burn off if pan boils dry. No acids or solder used. Guaranteed pure. Price \$12.00 gross: 15c size. Try a gross.—J. S. Longhurst, Jr., Lynbrook, N. Y.

REPRESENTATIVE WANTED—Those calling on jobbing and wholesale houses to handle our shelf papers as a side line on commission for manufacturer. Address B. P. Co., care House Furnishing Review.

A N IMPORTER of a good and staple line of white enameled ware, finest ever imported, also imported enameled ware specialties, wishes to communicate with reliable parties who have established routes and are visiting the house furnishing trade in New England and Southern States. I carry open stock in New York. For particulars address Nathan Friedenberg, 220 Chrystie street, New York.

FOR SALE—Complete stock of China, Glass, Silver and general House Furnishing Goods, with good will of prosperous business, established forty years, for sale in thriving manufacturing and Summer resort town in Massachusetts at rare bargain. Address Box 42, care House Furnishing Review.

FOR SALE—Chestnut Boxing for glass factories. This is our specialty. Stock ½ inch or ¾ inch in rough or dressed. Prompt shipments and dry. Address Lewis Thompson & Company, Inc., 18th and Indiana Avenues, Philadelphia, Pa.

TRAVELING MAN WANTED to sell our new game as a side line on commission. Sold to department stores, stationers and to all lines. Liberal commissions and exclusive territory given. Write at once A. H. Warner & Company, Bristol, Conn.

WANTED—Buyer of China, House Furnishings, Dolls and Toys, Trunks and Traveling Bags, and Silverware; ten years' experience in Central Western States, large cities, desires position in East or extreme Western territory. Address Experienced, care House Furnishing Review.

WANTED—Salesmen calling on department, grocery and hardware stores wanted to handle side line on commission. Exclusive territory. State territory covered and line carried. Box 322, Rochester, N. Y.

WANTED—Position as clerk or ad. writer and window dresser. Am familiar with furniture and house furnishing business. Seven years' experience with a concern handling both lines, 22 years of age, can speak French and can furnish first-class references. A. J. B., care House Furnishing Review.

TO SELLING AGENTS—We are frequently asked by manufacturers to recommend firms or individuals in different parts of the country to handle their products. We would like to hear from firms who wish to add to their lines. Please mention facilities and territory covered. The House Furnishing Review.

C HANGE WANTED—A western buyer of china and house furnishings, who can show the best of credentials, and has had experience in buying for large stores seeks position with a live department store. Address M. E. F., care House Furnishing Review.

B UYER who has made good in organizing new and rebuilding run down house furnishing departments, desires connection with up-to-date concern in eastern Pennsylvania. Have also

handled toys, books, and advertising; has A I credentials and line on commission for manufacturer. Address B. P. Co., care HOUSE FURNISHING REVIEW.

TO LET—One of the leading department stores of Harlem will sublet space in basement, 60 feet wide by 100 deep, well lighted and steam heated, to wide-awake business man as a house furnishing goods department, including Trunks, Bags, Window Shades and Curtain Fixtures at very reasonable terms. Only man able to furnish first-class references regarding business ability and financial standing need apply. Address A. B., care House Furnishing Review.

WANTED—We are manufacturers' agents, and have splendidly equipped offices and salesrooms for handling all kinds of house furnishing goods and hardware specialties. We have a strong selling force; new lines desired. Write Harper, Spencer & Joys, 420-422 E. North Ave., Milwaukee, Wis.

WANTED—Salesman calling on House Furnishing Goods, Crockery, and Glassware dealers to sell as a side line an article that can be carried in the pocket. A big seller. Good commission. Address Bucosh, 41 Doyle Ayenue, Providence, R. I.

WANTED—Salesman to handle a high-class, patented egg beater as a side line. Exclusive territory and good commissions for those who can get business. Write full particulars as to territory covered, trade you are selling, lines handled, etc. No triflers. Address The Holbrook Mfg. Company, Attleboro, Mass.

WANTED salesman to sell Triumph Fruit Jar Wrench to house furnishing goods and hardware trade. Liberal commission. Most successful selling wrench on the market. Address Forbes Chocolate Company, Cleveland, Ohio.

FACTORY ACCOUNTS WANTED—I am a direct representative of factories manufacturing house furnishing goods. I solicit factory accounts of merit. I sell to jobbers and large retail buyers and have an established trade throughout the middle west. Address Box 14, Station D, Cleveland, Ohio.

W ANTED SITUATION as manager or buyer of house furnishings in a department store, or would like to represent manufacturers of household goods by making my headquarters at Indianapolis, Ind. Experienced and reliable, can furnish the best of references. Address Henry Wilke, General Delivery, Indianapolis, Ind.

WANTED—Assistant buyer of house furnishigs, desires a position in a large department store. Have just severed connection with a large department store carrying \$50,000 stock as Assistant Buyer for the past 2½ years. Address A. P. A., care House Furnishing Review.

POR RENT—Space on ground floor in prominent location on Warren Street, New York, suitable for office or sample room; also spaces for deskroom including stenographer and other conveniences. Address R. P. M., care House Furnishing Review.

WANTED--Position as Buyer or Manager of House Furnishing or China Department. Am at present located, but will change about April 1st. Twenty years' experience in both lines; best of references. Address R. A., care House Furnishing Review.

SIDE LINE WANTED—Am calling on Hardware and House Furnishing Goods trade. Want a good specialty on commission. Address T. E., care House Furnishing Review.

### WHY NOT MAKE MONEY!

IT IS EASY!

We Will Tell You HOW!

Solicitors and salesmen who Cover the house furnishing trade in any section of the United States can pick up money in a very easy wav-LIKE FINDING IT.

For particulars address, BOX TEN HOUSE FURNISHING REVIEW 59-61 PARK PLACE, NEW YORK.



The Famous Stillman Safety Lamps Absolutely Safe A Steady Seller Try Them, Mr. Dealer Prices Right **Discounts Good** Send for Circular

STILLMAN-SAFETY LAMP COMPANY

68 MURRAY ST., New York







**NEEDED WHEREVER CLOTHES ARE WORN** 

# THE KENNEDY WARDROBE RACK

Will fit in any corner, can be put up in 10 seconds, removed in one second.

### No Screws Nails or Hooks

Does not damage the wall.
Automatically holds itself in place and althe clothes that can be hung on its 12 hooks

Wood parts of best oak, golden finish, hooks and drape rod of cold rolled steel, nickle plated.

Each rack packed in carton with complete directions for putting up.

### Retails at \$1.50

With good profit to dealer.



BACK OF RACK AND METHOD OF FASTENING IN CORNER

### **EDY NOVELTY WORKS**

Sole Manu: acturers ROCHESTER. - - N. Y.



# How To Advertise A Retail Store

# BY ALBERT E. EDGAR

### Teaches

How to lay out advertising copy,

How much space to use,

How to design an attractive space-saving name-plate,

What a headline should accomplish,

How to get and use proper illustrations,

How to write your advertising introductory,

How to describe an article so as to make sales,

What style and method of pricing you need,

The preparation of effective, free advertising,

How to find and properly use selling points,

The making of store papers, booklets, leaflets, folders, advertising letters and mailing cards.

The organization of a follow-up system.

The use of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,

Proper methods of window advertising,

Correct outdoor advertising,

Spring, fall and other openings advertising,

Two-hundred-fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,

The sensible advertising of special sales and clearance sales,

The uses of leaders and bargains,

Many novel sales plans,

The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,

Mail order advertising and general advertising, Points about type, borders, ornaments, and cuts, Nearly 20 pages of practical and helpful hints on

how to lay out advertising copy,

How to read proof and technical terms.

How this is done is demonstrated by the use of

### 641 Illustrations As Models

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

Price \$3.50 Postpaid—on a money-back basis
THE OUTING PRESS, DEPOSIT, N. Y., U. S. A.



# Ever Stop te Think ef It?

Some goods are hard to sell—hang around too long for profit—take the place of goods that sell easy—on demonstration.

Then other goods in the same line sell on sight.

Take carpet sweepers—Nationals sell easy. A National sweeper lends itself to demonstration. Any salesman can see things to talk about. He can't help but see points that interest.

He doesn't have to stammer and mumble a lot of generalities or technicalities that means nothing to the woman who wants to know—He can say:

"See this! That keeps the sweeper from tipping

and spilling dust."

"See that! That prevents threads from breaking. Handle lasts as long as the sweeper—no trouble."

"See how easy to remove brush—yet how firm

it is fixed in place."

"That's a genuine Hankow Chinese bristle brush. Can't be made better."

"Look at the fine finish."

"Yes, Nationals wear well. They run easy. The Roller Bearings are responsible for that"

THE TRIPLE MEDAL LINE Awarded Grand Prize and two Gold Medals at St. Louis Exposition.



There's no end of talking points with a National sweeper.

Best of it is they make good on any point.

"There's something new in sweepers." Ask us.

# NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

Digitized by GOOGIC



# SATISFIED CUSTOMER

Is What We Make of

Every Woman Who Buys

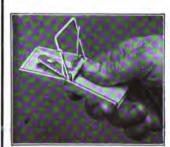
# A STANDARD ROTARY SHUTTLE

### SEWING MACHINE

- And every Standard Agency gets the benefit of their business in other lines as well as the splendid profits from selling our machine.
- ¶ Our advertising campaign in all the Best Women's Magazines takes convincing advertisements and literature into over four million homes every month and is making live business and good profits for the stores who have our agency.
- Hundreds of our representatives, by advertising locally, connect themselves with this campaign and reap the benefit of our large advertising expenditures the same as if they were doing it at their own expense.
- There are now only a limited number of good cities where suitable representatives have not been selected, but the very best stores throughout the country are seeking our Agency, and we advise all interested to investigate at once.
- If you cater to high class profit producing trade you will surely be interested in our proposition. Write today for full particulars, to-morrow may be too late

# THE STANDARD SEWING MACHINE CO.

6410 C Cedar Ave., CLEVELAND, OHIO.



### "Darn That Trap"

Is never heard of the "FINGER-SAFE" SELF SETTER, which by no possibility can snap the fingers.

Squeamish ladies don't even touch the dead mouse as the trap is self-releasing.

Everybody wants the New "FINGERSAFE." Put up in Special Display Boxes

New York Agent: S. J. EISENMANN, 149 Church St.

EVAN L. REED MFG. CO., Sterling, Ill.



# ISN'T THIS A FAC

If one of your customers comes into your store for an Ideal Steam Cooker and you haven't it in stock your competitor WHO HAS will get the profit. This is happening daily all over the country.

#### COMBINATION STEAM IDEAL COOKERS-BAKERS

is the only line of cookers made in the world that is completely adapted to the needs of the dealer, because the line is most complete and because we make a cooker to

fit every purpose and every purse.

We are the largest and oldest manufacturers of steam cookers in the world. Our cookers are best

advertised.

Fill out the coupon below and mail it to us or simply send a postal. We will give you full information; send you 100 page catalogue showing the finest, most complete line of steam cookers in the world for small families, large families, restaurants, buffets, boats, hotels and

The Toledo Cooker Co.

1360 W. Bancroft St., Toledo, Ohio

North Pacific Coast Distributing Agents, Seattle Hardware Co., Seattle, Wash. British Columbia and Alberta Branch, 351 Homer St., Vancouver, B. C.

CITY STREET.





No. 01 FOR KITCHEN.

# The "Practical" Knife Grinder

- ¶ A simple Kitchen Knife Grinder within the means of almost every house-wife.
- ¶ Made of Alundum, the sharpest and most durable abrasive known. Clamps to table or shelf and measures 10½ inches in height. Cutting Wheel, 3½ inches x ½ inch.
- ¶ Other sizes up to 6 inch Cutting Wheel in hand or foot power for every purpose.
- Abundant literature to promote sales, and handsome display stand free.

Write for prices, and "Practical Talks About Practical Grinders"

ROYAL MFG. CO., 102 E. Walnut St., Lancaster, Pa.

988

A good cook will quickly see the merits of this cake turner. The grease passes through it instantly and leaves the food light and tempting. The handle gives a firm, cool grip and is easily cleaned. It is made entirely of steel and will last a lifetime. Costs no more than the poor ones.

Our catalog should be in the hands of every dealer.

ARCADE MFG. CO.,

NEW YORK AGENT Charles C. Naret, 97 Warren St.



# Screen Doors Window Screens

THE CONTINENTAL COMPANY
DETROIT. MICH.

# 7650 NEW YORK DEATHS CAUSED BY HOUSE FLY

Special to The Journal.

New York, Dec. 18.—Seven thousand, six hundred and fifty deaths are caused annually in New York city by the common house fly. The figures are given in a report to Governor Hughes by Dr. Daniel C. Jackson, bacteriologist of the water bureau. Compilation was made from a study of the habits of the fly and the way in which victims contracted fatal attacks of typhoid and intestinal diseases.

"The time of greatest prevalence of flies," says the report, "was in the three months beginning on July 1, and ending on Oct. 1. Corresponding exactly, deaths from intestinal diseases rose above the normal, culminated at the same high point and fell off with a slight lag at the time of the gradual subsidence of the prevalence of the insect."



We are Sowing Good Seed for a Bumper Crop.

# Will You Help Us

# Reap the Harvest?

We have planned a comprehensive advertising campaign to open early in the Spring and continue throughout the Summer in the leading general and recreation magazines. Thousands of dealers are reaping the benefit of this campaign—Why not you?

# The Hawkeye Refrigerator Basket

has a ready sale and the demand is constantly increasing. Picnickers, sportsmen, fishermen, motorists, etc., who use them are always sure of cool, fresh, appetizing food and drink. It's a perfect refrigerator in a strong wicker basket that can be locked. You can't afford to be without this popular business getter. If your jobber can't supply you, write us for illustrated catalog, prices and discounts.

Burlington Basket Company
290 Main Street Burlington, Iowa



Suit Skirt

Sold and used by 4000 Firms.



The Pearl

Suit and Skirt

Suit Hanger

Diamond Hanger

For Men

On demonstration in all lead-Holds the entire suit.

Per 100
Suit Hangers, \$10.50
Skirt Hangers, 8.50
Rods, 12" long, 7.00
" 18" " 8,00

ing stores.

" 24" " 10.00

The Economy Closet Rod, used in conjunction with the Pearl Hangers, will help to keep the closet neat and orderly.



Write for Catalogue

CARSON, PIRIE, SCOTT & Co., of Chicago, say they consider The Pearl Hangers the best on the market, and find a ready sale for them in their wholesale and retail departments.

\$17.00 per 100 Sold at 25c. each

FREEMAN SCOTT

1504 Montgomery Ave.

**PHILADELPHIA** 

# WATER FILTER FACTS



The Improved Water Filter is absolutely germ proof; is the most sanitary germ proof Water Cooler on the market; considering the efficiency, is the cheapest apparatus in the world; is recommended by the highest authority in bacteriology in this country. For circular giving full report of the latest bacteriological test of this Filter, address

### FULPER POTTERY CO.

Pottery Est. 1805

Flemington, N. J.

# THE KNORR



PATENT APPLIED FOR

# IRONING BOARD

Can be Retailed at \$1.00 =

¶ The Knorr Ironing Board is the cleverest labor saving device of its kind on the market. It combines in one compact design a shirt-waist board, a sleeve board and an ironing board for all general purposes. ¶ The clamping device is the strongest, simplest and best made, holding the board firmly in place, making it stable as a rock, yet the clamp will not mar the table or shelf to which it is attached. ¶ The Knorr Ironing Board is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29x30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and built on honor.

Our printed matter furnished to dealers makes
OUICK SALES

Terms and particulars from

The KNORR Irening Beard Oe.

415 Genesee St., Rechester, N. Y.

# CANITAC THE WASHABLE WALL COVERING "WIPE OFF THE DIRT"

T is sound sense to sell a well-advertised article—something for which there is already a well-established demand.

### SELL SANITAS

SANITAS, the widely known washable wall covering, is so well advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

**SANITAS** has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—dust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES.

The Standard Oil Cloth Co. 320 BROADWAY, NEW YORK

# SILVERDIP



CLEANS GOLD AND SILVER

MO RUBBING. "JUST A DIP" AND IT'S POLISHED

Silverdip is guaranteed not to injure the finest metal nor the hands, is free from acid or poison, contains no grit to scratch the most delicate surface.

66% Profit for the Dealer

We furnish plenty of clever printed matter. Write us for particulars about demonstrations.

SILVERDIP SALES COMPANY,

43 West 27th Street,

**NEW YORK** 



# K. & M. OUTFITS

# DOLLS and DEARS

Have resulted in immediately increased sales. As a matter of fact, they

# Have Created A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . \$1.00

To a Dollar Doll, and you have a - .

Three Dollar and Nine-Eight Cent combination that will sell faster than you had thought possible . . \$3.98

Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not miss this opportunity in 1908.

Our New Line is Ready for Inspection.

KAHN @ MOSSBACHER

Makers of Doll Outfits

779 Broadway,

New York City



# Whenever

O. LINDEMANN & CO.

Sole Manufacturers

BIRD CAGE that has a sured that it is a FIRST-



### You See a

STAR on it you may rest as-**QUALITY ARTICLE.** 

35-37 Wooster Street NEW YORK







CLEAVER AND TENDERER.

Six Styles.

We manufacture a large line of Bread, Butcher, Carving and Paring Knives, Can Openers, Family Cleavers, Shoe and Putty Knives, Wall Scrapers, etc.

Write for Prices. IRA F. WHITE & SON CO., NEWARK, N. J.



Kitchen Knives

### What Do: You Sell to Your Customers

### **SCREENS** and

Do you know that 6-5-4 is the only preparation that is suitable for use on Gas or Gasoline Cooking Ranges?

Do you know that 6-5-4 destroys rust and makes old screens like new, drying so quickly that dust cannot stick to it?

Do you know that dwellers by the sea or lake buy 6-5-4 as the only preparation that is un-affected by salt water, salt air or dampness?



6-5-4 Sweeps Away all Gas Range Troubles

Because it shines itself and saves work. One application wears for months. It is grease proof, water proof, rust proof. and will not chip, crack nor rub off. It is without an equal for Stove pipes.

Write to-day for our Revised Scale of Prices.

CROSBY & CO..

Detroit, Mich.

# BOSS" Washing Machines Sell Readily at a Good Profit



Because they are constructed on the right principle and appeal to the public as being the washers that will give results. They stand supreme in points of merit and excellence of quality,

### The "Boss" Double Rubboard Washer

is guaranteed to wash clothes cleaner, quicker and with less operative power and less injury to clothes than any other washer. The only washer having separate chamber in buttom of machine in which dirt and lint accumulate as separated from clothes, therefore the "Bose" Double Rubboard is the most sanitary washer.

Made in three sizes—can also be operated by power.



### The 1904 Automatic Washer

Cannot be equalled by any washer of the "tub" style.

Has large rubboard dasher. Washes cleaner and quicker and with less wear to clothes than any other washer of the "tub" type.

Has automatic device which reduces operative power required to a minimum and makes it the easiest operating "tub" washer now on the market. Very simple in construction and cannot get out of order.

Place your order with your jobber, and see that you get the genuine "Boss" Washers bearing our label, which is our guarantee for quality and your protection against inferior substitutes.

Let us send you catalogue of our full line.

Cincinnati The Boss Washing Machine Co.,

# CLOTHES PINS

NDY-HANDY TRADE MARK

# The VANDY-HANDY

CLOTHES-PIN BAG

VANDY BY NAME HANDY BY NATURE

A Unique, Practical, Inexpensive and Profitable article for holding Clothes-Pins which you and your Customers will be pleased with.

EXPLANATION

The clothes-pins are put in through the wire mouth at the top and taken out from the opening in the side of the bag, which always faces you while it is in use on the line or at the side of the

ow. he VANDY-HANDY is made of strong ma-and has a capacity for holding 200 Ciothes

Get them on your counters soon. Display them and they will sell themselves.

VANDY-HAHDY MF8. CO.

NEWARK, N. J.

Manufacturers of COTTON FLOOR MOPS, DISH MOPS, CLOTHES LINES, Also Manufacturers

Twines, Yarns, Rope, Calking, Wicking, Waste



FALL RIVER, MASS.

New York Office: 97 Warren Street. Tel. 3511 Cortlandt

NO SOILED



**ABSOLUTELY** 

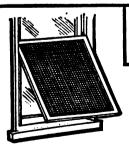
**PRACTICAL** 

SAMPLE BY MAIL, 10 CENTS

### PATENT STRAWBERRY HULLER

All persons making, buying, or selling any not stamped with date of Patent, October 30, 1804, will BE PROSECUTED Our Hullers are nickel-plated on Spring Brass. GROSS PRICES QUOTED ON APPLICATION Special prices on 5-10-50 gross. Agents wented everywhere

F. A. WALKER & CO., 83 Cornhill, Boston Importers of English, French, German and Swedish Home and Hotel Kitchen Furnishing Goods. The OLDEST AND LARGEST KITCHEN FURNISHING STORE in America.



### This at 5c and Pocket 50 Per cent. Profit

The easiest seller you ever put in. I The Phenix Swinging Half Screen is fly proof, does not

slide or stick, because it hangs and swings.

### The Dealers Opportunity

To sell a custom made screen from stock and secure a first-class screen trade

For catalog and trade discount address

PHENIX MFG. CO.

040 Center Street

MILWAUKEE



# KIRK'S Tooth Brush HOLDER



The Best 10c. Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. Every Well Appointed Bathroom. A Necessity in

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, III.



### **GET IN RIGHT** THIS SEASON

Get my Prices and Sample before buying

# Nurseries

I have price, variety and quality.

Every Nursery thoroughly tested and shipped one in a case.

### JAMES R. WOTHERSPOON

240 North Front St., PHILADELPHIA

N. Y. Representative: F. CARPENTER, No. 108 Chambers Street, New York.



### **G**REAT VALUE

Better for most Clean-ing and Pol-ishing than whole Cham-ois skins.

Now being sold most everywhere.

If you have ASBOAT or HOUSE or HOTEL or know of a SETTLEMENT that would like Gas for Lighting and Cooking by a new, compact, simple, economical system, that requires little attention and no cleaning, Send to 20th Century Mfg. Co., 19 Warren Street, New York, for particulars of the 20th Century A B C Automatic Acetylene Generators.



# The "IDEAL" ice Gream Freezer

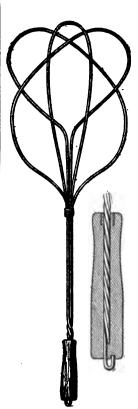
The most practical, satisfactory and durable freezer ever offered.

Uses 1-2 the Ice and salt required in any other freezer.

Has Indurated fibre tub, best non-conductor of heat or cold known. No hoops to fall off, no cast gears to get out of order.

Made in gallon size only. Write for prices and discounts.

COMMERCIAL CAN & MFG. CO., LINCOLN and CHICAGO, ILL.



### The Cleaner Rug and Carpet Beater

PATENTED MARCH 1908

Most Perfect and Effective Wire Dust Beater Made.

Made from the Very Best Spring Steel Wire That can be formed in the shape required.

Six wires in the head where they are needed.

Four wires only in the shank where more are worse than useless.

The shanks are elastic, will bend thousands of times without breaking.

Twisted in and always out of handle greatly strengthens the wires directly at the handle, the weak point in all beaters, 'can be guaranteed never to break at this point.

ONE WIRE GOES through the handle, is bent back and driven into the handle, and handle can never come off.

A BLOW IS DIVIDED OVER A LARGE SPACE

1908 Catalogue sent on application,

HOLT LYON CO., Tarrytown, N. Y.

# The Silent Door



There's a lot of Summer comfort in the screen door, and the

### "DIME" SCREEN DOOR CHECK

allows the door to shut noise-lessly. It is simple, effective, inexpensive.

The closing door (fig. 1) throws the rubber bumper to tion (fig. 2). The door rebounds slightly. Then it closes position (fig. 2). without jar (fig. 3).





Fig. 3.

Sold by dealers in hardware and house furnishing goods everywhere, 10 cents. Sent by mail, 12 cents.

CALDWELL MFG. CO.

No. 3 Jones Street.

ROCHESTER, N. Y.

# **BATH ROOM ACCESSORIES**

Attractive in Design—Strong in Construction



Made of BRASS. Heavily Nickel Plated Highly **Polished** 



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn. Manufacturers of Cast and Wrought Brass Colonial Candlesticks, Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFICES { New York, 1 Hudson St. Chicago, 508 Heyworth Bldg Boston, 170 Summer St. San Francisco, 1122 Ellis St.

### "ANDREWS SPECIALTIES"

Sell Easily and Quickly, Please the Customer and Pay Good Profits to the Dealer.

Size, Nine Inches Square



Toasts All 0чег Alike

"ANDROCK" BREAD TOASTER A Scientific 10 Cent Toaster



SECTIONAL VIEW.—Showing how all the heat is delivered through the small funnel shaped holes directly against the bread, thus toasting quickly and economically.

Mrs. Vrooman's Sink Strainer Has Become a Necessity to Every Kitchen.

It Hanes in the corner of Sink.

Hands Never Touch Garbage.



Advertised in High Grade Womans' **Publications** with 12 Million Readers

Send for new catalogue

ANDREWS WIRE & IRON WORKS, Rockford, III.



# DENATURED ALCOHOL

Guaranteed by

### **U.S.Industrial Alcohol Co.**

Te Conform to United States Government Specifications

\* Specially prepared for \* Lighting. Heating and Cooking in apparatus where high proof alcohol gives best results. Upon request we will send list of Supply Depots in all principal Cities

U.S. Industrial Alcohol Co. 100 William St. New York

### THE

# **VULCAN TOASTER**



For use on the
Gas Range,
Gasoline or
Oil Stove

The Vulcan is the *only toaster* (dwell on that, please), which can be successfully used on the above mentioned stoves.

Others make this same claim, but ask them to send you a sample, then ask us. (Sample free to anyone in the trade). Test both and see for yourself.

The Vulcan will toast 4 slices of bread in two minutes.

The Vulcan toasts the broad and doesn't burn it.

The Vulcan toasts the entire slice, from edge to edge—a rich golden brown, crisp and snappy, and leaves the inside of the slice soft and palatable.

Write us for price teday.

Sell the toaster the big stores are selling.

W. M. CRANE COMPANY SOLE MANUFACTURERS

1131-1133 Broadway,

New York

# THE NEW GRAIN STAIN SYSTEM

Of Finishing Old Floors, Woodwork, &c.



Expert help unnecessary—Any man or woman can make the old floor look like new hardwood.

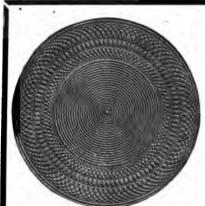
### OUR SPECIAL FLOOR OUTFIT

contains everything needed for the work, with easily-understood directions.

This outfit sells at a price that gets business with a good profit for the Dealer.

Ask about it.

THE NEW YORK VARNISH COMPANY 585 Greenwich St., New York.



### **Cuspidor Mats**

6", 9", 12", 15", 18",

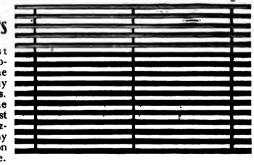
shipped at once. Made of fine rubber, guaranteed not to crack when doubled

DO YOUR MATS CRACK?

Furnished either BLACK or WHITE. Our white mats are entirely new, the handsomest made and set off brass cuspidors in a way no other mat does.

### HARDWOOD SINK MATS

The largest Plumbing Supply houses in the country buy their mats of us. We carry the two sizes most used, and a dozen others. Any size you need on 24 hours' notice.



Made from selected hardwood, neatly finished. You get the best mats made. you get them at once, and generally YOU SAVE MONEY.

THE CANTSLIP CO.

56 Pine Street,

**NEW YORK** 



Vol. XXVIII

New York, June, 1908

No. 6

### HOW TO CONDUCT SUCCESSFUL SALES

A Talk on Crowd Bringing Sales, How to Make One Bargain

Do the Work of Many, and Other Practical Pointers

### By H. L. ALEXANDER

With Joseph Phillipson's, Chicago



IKE MANY other stores," said Mr. Herman L. Alexander, house furnishing buyer for Joseph Phillipson's Department Store, Chicago, "we are continually on the watch for trade-compelling sales plans. We cater

largely to the foreign class, but we also do a large business in the suburban towns that surround Chicago. And, like other stores, we have found that nothing produces more constant results than offering articles, the value of which is known to everybody, at prices everybody knows to be below cost. We have been accustomed, however, in our Sunday advertisements, to offer different articles each week from nearly every department in the store at cut prices. This is rather costly advertising, particularly in such departments as domestics, where a run on cotton goods, for example, would show a considerable debit. So, recently I suggested to Mr. Phillipson the use of one useful article at a time as a means of making bargain sales less costly.

"The experiment was tried, and last Sunday we put in the lower right-hand corner of our weekly announcement a large coupon, bearing the words: "SPECIAL OFFER! This coupon and SIX CENTS entitles you to a 20-c. Extra Strong House Broom!" The coupon bore the words on each side: "Cut this out," and a large cut of the broom was inserted in the coupon.

"When the coupons were presented, the customers were directed to the second floor, where they surrendered the coupons and their six cents, and they were then given an order on the house furnishing department for a broom. By this method we prevented a crush, as we sent everybody to the basement one at a time by way of the main floor, where other bargains were prominently displayed. When I left the store at 5.30 on Monday afternoon, about 2,000 brooms had been redeemed, and as the store does not close until 9.30 on Mondays, the probability is that nearly as many more were given out during the evening."

### The Streets of Paris

"Speaking of sales plans," continued Mr. Alexander, "one of the best crowd-pulling sales we ever



had we called "The Streets of Paris," and this is how we worked it.

"We invited the public to visit 'Paris,' and when they entered the store on Monday they found the street floor laid out like that beautiful city. The main aisle was the *Champs Elysee*, one of the central boulevards in Paris, and pictures of well-known public buildings were in evidence, painted in colors and erected overhead on each side of the counters along the main aisle. The side-aisles were likewise named after the side-streets of Paris and bore similar paintings. During the week Count Boni, the Prince de Sagan, Parisian flower girls in costume, and other French celebrities paraded the 'streets,' much to the amusement of our customers.

"In the basement department, we conducted at the same time a china sale, naming the basement 'Chinatown.' Along the fronts of the counters, as overhead paintings were impracticable, were scenes from Hong Kong and other Chinese cities. On a large sign placed over the stairway leading to the basement were the words, 'Peek-In-Chinatown,' and we hired several real Chinamen to walk up and down the Streets of Paris in native costume, bearing signs on their backs calling attention to the china sale in progress downstairs.

"The sale was an immense success, and brought us lots of business."

#### On Selling Molded Glassware

"How do I handle glassware? Why, that depends upon circumstances—whether I am trying to sell the 'woman with a shawl' or the woman who wants high-class goods. The first thinks everything is 'cheap' when piled in a heap and marked 9c. each; the other can only be led to buy when some classes of goods are shown in glass cases—table cutlery, for example—while other goods, like glassware, are displayed on mirror-topped tables.

"As buyers, almost without exception, give proper display to genuine cut glass, I need not refer to how I display this line, but I think something might be said regarding how to sell molded glassware successfully.

"There is no doubt of the fact that it takes an expert to tell molded glassware from genuine cut glass. Many women, when brought to realize this, will buy molded glassware on sight. Two things influence them in this: the molded glassware can be made to complete their set of genuine cut glass at a very small cost, and none of their friends will suspect the truth; and again, if the servants break the molded glassware when put in daily use, as they surely will, sooner or later, it is a matter of little expense to replace it.

"Accordingly, I have placed small mirror-plate counters in my glassware section, with abundant facilities provided for illuminating them properly, and on these counters I display a sample line of molded glassware. The sales-girls are required to keep these tables and samples bright and shining, and deliveries, of course, are made from stock. Over each counter is a plainly printed price card— 25c or 50c. each, as the case may be. This last is very important, because when a woman first glances at the molded glassware she thinks it is genuine cut glass. She pauses to admire it, then glancing up sees, instead of dollars as she expected, an insignificant price. Under such circumstances, there are few women who can resist buying molded glassware.

"If the price-mark was not there, she would pass on, thinking the molded goods too costly for her to buy, and she would not suspect it worth while, in nine cases out of ten, to ask the sales-girl to quote her prices. If the glassware was piled up in stacks, on the other hand, she would think it too cheap for her to buy. This impression would be greatly strengthened if the buyer had permitted the glassware to be stacked on the counters with the original packings and straw between each article. The fixtures, while expensive, are well worth while, therefore, and are absolutely necessary to secure a satisfactory volume of sales.

"I also find it helpful to show a complete set of molded glassware, twenty-five pieces in all, on one table with a lump sum designated for the lot. Smaller sets are possible, of course. Where such sets would cost from fifty dollars upward, if they consisted of genuine cut glass, they can be priced at a few dollars with a good margin of profit, and find a ready sale."

#### On Building Up a Mail-Order List

"Not long since we wanted to create a good mail-order list. To do this, we selected a molded glass punch-bowl set complete and gave it a full page in the Chicago Examiner. A large cut of the punch-bowl set occupied the center of the page, and it was priced at \$1.20. This was the cost to us, without the expense of the advertising added, but it brought us 1,500 names and laid the foundation for a profitable mail-order business. As a matter of fact, however, we also gained some free advertising from this sale, as we wrote the Examiner a letter calling their attention to the number of repliese we received, and they in turn published our letter as evidence of the value of their advertising columns—a little trick which brought us a considerable volume of additional replies,"

# THE ART OF GLASS MAKING

How Glass is Made, Molded, and Cut Into Rich and Expensive Designs. Steps in the Process of Manufacture



LASS MAKING is an art that is fascinating to everybody but glass workers, in whom familiarity breeds a certain contempt, for there is a kind of mysterv about how the vitrification of sands and alkalis can be made to produce such wonderful colors as are seen in many glass products, to say nothing of the forms the molten glass assume under the guidance of the skilled glass-worker.

From the time the sand and other ingredients are

mixed to the time the mixture is placed in the fur-

nace and melted, and from the time the molten glass is dipped from the pots in the furnace and blown or molded into shape, one cannot escape the impression that they are in a magician's workshop and all these weird workmen, as they manipulate their blow-pipes, must have an Aladdin's lamp in their vest pocket. For, certainly, the formation of dainty and delicate glass designs may well be the work of some in-

spired necromancer or practitioner of the Black Arts of long ago.

#### Mixing the Materials

It is in the mixing room where those solid and material articles that will be changed by the alchemy of the furnace into the transparent or blended crystal objects in many colors are received. Sand that is absolutely free from iron oxide, the particular aversion of the glass maker, is the basis. When received into the mixing room from either the beds of South Virginia, New Jersev or Western

Pennsylvania, the sand is clean and white. For years it has served as a filter for the rains and river drainings and all the harmful metals it at first contained have been drained out. The sand is shoveled into a power mixer, a cylindrical barrel placed horizontally and connected with the power belts. Soda ash is added and the proper proportions of red lead, potash, lime and for many varieties of glass feldspar. In the manufacture of colored glass various oxides and other chemicals are added.

When all the components in the proper proportion have been introduced into the mixer, its revolutions are started and for hours allowed to continue. At the end of the mixing period, the sand and chemical mixture, really an embryonic form of glass, is ready for the melting pots of the furnace.

#### In the Furnace Room

After one mixture has been put into the melting pots in the furnace, it is subjected to terrific heat

for about thirty - six hours. Soon after being put into the pots the mass, which looks like a fine dust, becomes fused and turns into a bubbling red liquid. The gas of the furnaces, the heat-furnishing agent, envelopes every pot. There is no light in the furnace room save that of the glowing furnace interiors, and the halfgarbed men, with blackened faces operating these furnaces resemble sooty gnomes, as



IN THE MIXING ROOM.

they move to and fro before the lurid apertures; and the while seem to make a hundred impossible gestures. Day and night, the furnaces are busy, and at night a belated traveler may see here and there over the sleeping city the piercing gas flames shoot up now and then from the seething furnaces and curl over the roof of the factory, where the heat is transforming the "frit" into a translucent mixture, which in due course is to solidify into the fixed and rigid shapes decreed by the glass-worker.

#### How Glass is Blown

When the period of melting and boiling is over,

the furnace door next to the pot which will first be tapped is thrown open, and the rush of gas and light reflects weirdly in the smoke-begrimed room. The glass-blowers at once stick the ends of their long blow pipes into the boiling pots and an amount of the molten mixture suitable for the object to be made is taken out. The blower then takes his sta-



IN THE FURNACE ROOM.

tion on a little raised platform and starts the gvrations which precede the forming of the glass object.

First, the workman blows into his long, thick pipe and the mass of glowing red paste at the end of the stick takes form. He swings the stick out to full length and through the twisting of the wrist gives the object at the end a thousand revolutions. Slowly

it is elongated and then, with a rapid movement, the mass of molten glass is introduced into the mould placed at the workman's feet. It is allowed to remain there scarcely a second before being withdrawn and subjected to other rapid motions and swings. Rapidly the mass of paste becomes shaped, and before forty seconds have passed, it has become a glass article of some sort and fixed in form. While still almost in red heat it is hurried to the annealing furnace.

essential as the blowpipe or the skill of the man who operates.

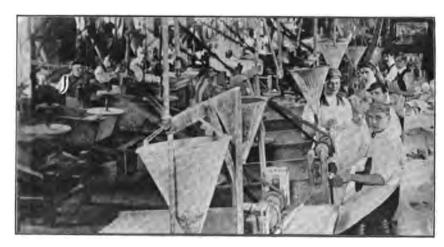
#### How Glass is Molded

For the work of molding or pressing glass, the important machine is a huge hand press consisting of a die and mold with the proper accessories for their use. Three workmen are required to operate it. One gets the ladle full of molten glass and holds it over the receiving mold. The superintendent cuts off with scissors the amount of the mixture for each object. The long sweeping handle which operates the press is jerked down with all the strength of two men and, when it is released, the object has been formed. The object is still at red heat when taken out of the mold and is thrust at once into another gas furnace, which is not equipped with melting pots, but where it is re-heated for the finishing process. The second heating insures a glossy finish.

After the article is taken out of the potless furnace, is is often formed into some special shape by pressing it over a single mold. In many cases, both in pressing and blowing, the articles turned out are made double and afterward separated in a second department, but in whatever form they are sent from the pressers or glass blowers, their immediate destination is the annealing furnace.

#### The Annealing Furnace

The annealing furnace is nothing but a gas oven equipped with rollers in which the articles may be pushed along for its whole length of seventy-five feet. Cooling is accomplished gradually and when



GLASS-CUTTERS AT WORK.

For objects big and little and of many variations interior progression has brought the pile of glassthe blowing process is the same. The mold is as

ware to the end of the furnace it is cold. The ob-



ject of the annealing furnace is to permit a gradual cooling of the glass objects so as to insure an absence of brittle qualities when every process in glass making has been gone through, which sometimes consumes an entire day. The opening at the rear end of the annealing oven permits a view of the entire passageway and reveals vast stretches where the glass is piled high on itself and seemingly in great confusion. The observer can just discern the languid gas flame at the other end.

#### The Making of Cut Glass

Cut glass is made from blanks molded into the various shapes and sizes in which cut-glass bowls, berry dishes, vases and the whole family of cut-glass pieces appear in finished form, but without a line or scratch on them when they reach the designer. The glass used for cutting is made from the best grades of sand and alkali, with a proper proportion of oxide of lead to heighten its refractive powers and increase its lustre.

As nearly everybody knows, the design is cut into the glass blanks with a steel or stone beveledged wheel, the wheels revolving

like the familiar grindstone, and over each wheel is suspended a conical water-holder, so arranged as to permit a constant drip of water, mixed with sand, upon the revolving cutting wheels. The wheels are arranged in such relation to one another that the glass articles as they are cut may be passed from one operator to another until they are a finished product.

#### The Designer

The first operation in the making of a cut glass dish is putting the design upon the smooth blank







with a reddish, gummy fluid composed chiefiy of red lead, the depth of the cut being indicated by the design itself rather than by any difference in the strength of the lines.

#### Cutting, Smoothing and Polishing

The design completed, the piece goes to the cutter who "roughs in" the pattern. This is done with the bevel-edged steel wheel we have mentioned, fine sand mixed with water dripping upon the wheel from the overhead tank during the cutting operations. This "roughingin" process with sand developes all the deep cuts in the design, which leaves the design with rough edges. All work is handled by the cutter alone, or in other words is done by hand, while an extraordinarily heavy piece necessitates the use of a swing. The use of the dripping water in this process, of course, is to obviate cracking the glass by vibration or shocks, and to keep it from getting hot.

Leaving the rougher, the cutting on the piece is next taken up by the "smoother." The piece is seen to be quite opaque on account of the rough edges and the second operator puts it through the

process of "smoothing," which brings it to the polishing stage. The smoother, with a stone wheel of very fine grade, removes the roughened surfaces caused by the first cutting, and thus destroys the opacity.

The piece now goes to the "polisher," who uses a wheel of wood, cork or compressed felt, according to the character of the work, together with rotten stone, pumice or putty powder as a polishing material. After the polisher is through with it all that remains to be done is to wash the glass with water



and soap free from any foreign matter which might scratch it, and then rinse it off in clear water. It is then sprinkled with fine sawdust, which absorbs all

moisture, and is finally brushed and packed in soft tissue paper ready to be shipped to the dealer, and ultimately to beautify the home of some appreciative American housewife.

#### Acid Process of Glass Polishing

Side by side with costly cut glass pieces may be seen in many stores to-day glassware which, although lower in price and inferior in quality, nevertheless so closely resembles cut glass made by the operations described above as to defy detection by the casual observer, and frequently to deceive even the elect. This "cut glass" is finished and polished by the acid process.

Cut glass prepared by the acid polishing method first passes through the designing, roughing and smoothing processes before mentioned, and is then washed free from all glass dust and grit left by the cutting. The inside is now covered with wax and prepared for dipping in acid. An acid polisher must use his judgment as to how many times the glass is to be dipped, which varys according to the



THE MOLDER AT WORK.

hardness of the glass. After being dipped, some acid spots may be left upon the glass, which are removed by the "polisher." The glass is then dried and packed as before.

(Cuts in this page by courtesy of Industry, Pittsburg.)

The acid-polishing process is quicker and cheaper than the more laborious, but superior wheel-polishing method which gives to cut glass its brilliancy



PACKING AND WRAPPING.

and sparkle. Glass polished by the cheaper process are easily distinguished by the wavy appearance and feeling of its inner surface and its peculiar sheen. The cheap ware is generally found to have the imperfections which existed in the original blanks, and sometimes lacks the brilliancy of the genuine article, although recent improvements in the acid-polishing process have put many such products on a par with the hand-polished article.

#### Figured Glass

The cheapest grade of cut glass is first pressed in a mold, which stamps the design into the blank by the same operation that gives the blank its shape. The blank then passes directly to the "smother.' which eliminates the designing and "roughing-in" process, thereby saving the time and costs of these operators. The remaining processes are the same as before, and the finished product is very hard to distinguish from the genuine hand-polished cut glass. The low price and handsome designs found in this class of ware makes it one of the most popular handled by the trade, and it gives

perfect satisfaction to most people.

"Hope makes pain easy and labor pleasant. It gives habitual serenity and good humor."—The Furniture World.





DISPLAY MADE BY WM. J. ILLSEY FOR THE J. H. ASHDOWN HARDWARE CO., WINNIPEG, MAN. 1906 CONTEST.

# THE SELLING POWER OF WINDOW DISPLAYS

Show Windows a Valuable Advertising Factor. What to Display and How to Display it. About the Merits of New Goods

#### By D. L. KEYSER

With the Dover Manufacturing Company, Canal Der O.vo.



GOOD MANY TIMES dealers attempt to place an actual monetary value on the show window. We recently heard a merchant say that his show windows would sell more goods than one clerk. Another dealer said that his window displays were worth more as result-bringers than

a daily space in the newspaper equal to six inches double column. These are attempts to reduce to a mathematical equation something which can be

analyzed only in a general way. The results of the window display are not always seen in the sales of the particular article shown in the window nor at the time when the display is made.

A great many dealers unhesitatingly state that their show windows are the most valuable advertising instrumentality at their command. The surprising thing is that so many store-keepers neglect entirely this means of attracting customers

#### Window Displays and the Consumer

When I look back over myown experience as a consumer, I find that my purchases have been greatly

influenced by window display. I might almost say that I have hardly ever bought any article without being directly or indirectly persuaded to buy it less through any other advertising agency than I did through show windows.

Very often my attention has been directed to an article displayed and I have bought that article without having had any previous intention of doing so. Some time ago in passing a hardware store I noticed an unusually handsome display of portable gas lamps. It occurred to me that such a lamp could be used nicely in my own home and I dropped in the store to make a selection. On pricing one after another, I found that at least half of the lamps in the window had already been sold, although the display had not been shown for more than one day. This dealer had not sold as many lamps during the previous six months as during the one day that he had them in his window.

#### Window Displays Create Desire

This is an instance of the desire for an article originating from a window display. It has often happened in my experience that when I had previously thought of making a certain purchase that the time and place have been decided by a window display. There is nothing reminds a person more forcibly of some needed article than to see that article on display. It may not always be the article on display that a person has been thinking of buying, but it may be some other article which will act as a reminder by the association of ideas. For instance, a man may see a display of refrigerators and be reminded that he needs new screen doors. The refrigerators turn his thoughts upon the warm weather, the warm weather suggests files, and the flies suggest screen doors. In fact, the chain of association which may be set into motion by a window display may lead to sales which the dealer would never think of crediting to the show window.

#### What Goods to Display

Virtually anything which is sold in a store is adapted to display. Window dressers usually try to find articles which are attractive in appearance, and oftentimes goods which might sell readily if displayed are left back in some dark corner because they are not ornamental.

An answer to the question what to display, would necessarily have to be very general.

There is one class of articles, however, which is peculiarly fitted for this method of advertising. There are to-day on the market many new lines with which the general public is not familiar. It is remarkable now many devices are being manufactured for household purposes which were never thought of ten years ago. A window display of such articles has an educational value which must not be overlooked by the window dresser.

#### Advantages of Featuring New Goods

I may be pardoned for referring to the line with which I am familiar, namely asbestos sad irons. These goods will be used merely as an illustration, and the reader can make his own application to other lines. Asbestos sad irons have now been on the market for about five years and yet we are continually meeting people who say they have never heard of these goods.

Naturally a person would not ask for a thing of which he or she had never heard. It is embarrassing enough to go into a store and try to buy something of which you do not know the exact name or with which you are not entirely familiar. because clerks often have the habit of making a purchaser feel very uncomfortable if he is not able to state unhesitatingly what is desired. The way to build up a trade on a line with which customers are not familiar is by making it just as easy as possible for them to find out about it. In this way you make people feel the need of such an article, and even if they do not satisfy that need at once they will always feel that something is lacking until they secure it.

I would not say that all window displays must feature new lines, but I do say that it is peculiarly reasonable to keep the new lines just as much as possible to the front where they will be seen by the greatest number of prospective users. How a dealer expects to introduce a new household or mechanical device without letting people see it is beyond my power of imagination. We know from our own experience that we are more readily actuated to buy an article which we have never used after having had a chance to examine it than we are by a mere description.

#### Advertise Your Window Displays

It may seem rather strange to some people to advertise an advertisement. What I mean is that it is a good thing to make special reference to your window display in your newspaper announcement. Suppose that your window dresser has spent a lot of time and effort on making a window display of washing machines or bread mixers or other articles. You know that there is selling power in that dis-

(Concluded on Page 44.)



THE RECOGNIZED AND EXCLUSIVE ORGAN OF THE HOUSE FURNISHING GOODS TRADE IN THE UNITED STATES.

ESTABLISHED 1892, By I. B. SCOTT

# Published Monthly By the

#### TRADE MAGAZINE ASSOCIATION

R. C. GILMORE, President A. EUGENE BOLLES, Sec-Treas.
ALBERT L. WYMAN, Editor

59-61 Park Place, New York (Telephone: 447 Cortland)

SUBSCRIPTION RATES

For United States \$1.00 per annum
For All Other Countries, including Canada \$2.00 per annum
Single Copies \$10 cents

Entered at the New York Post Office as Second-Class Mail Matter.

Advertising forms close on the 20th of each month. All "copy" must be in hand before that date.

Changes of firms or buyers or trade items of general import are always acceptable.

when in the New York market, buyers are cordially invited to pay us a

Vol. XXVIII

JUNE, 1908.

No. 6.

Results! Show us results, Where Alcohol Utiland then we may talk business. ities Come From That is quite the proper attitude most dealers assume when you talk denatured alcohol to them. There is only one way to find out about results, however, and that is to try out the line. Those bolder spirits in Boston, Philadelphia and New York who have demonstrated the alcohol stoves for the benefit of their summer trade report results that have surprised and pleased them. Said one department manager, "I did not think much of the line until you talked with me, but now I think I can do something with it." That man was "from Missouri," though he does business in Chicago, and all he needed was to be shown. We doubt not that there are many others who have read what we have written about denatured alcohol, but who will actually do nothing until they, too, have been shown. Yet for the sake of those who believe in what they have not yet seen, we have allotted several pages this month to

all the manufacturers and importers of alcohol utilities we know about. The importers bring in their stoves, lamps and other appliances mostly from Germany; the American manufacturers are few as yet, but their products will bear close inspection. Of these there will be more as time goes on, and in the end American-made alcohol appliances will be the best in the world—else they would not be American products.

Some people can be driven, The Doctrine of but most people can only be the Square Deal led. There is a tincture of mule in the composition of the majority of us, and those who are in a position where they have to submit to the lash do so with an ill grace and with many inward groanings of the spirit. Perhaps that is why some department managers complain of the general worthlessness of their assistants. Indeed, the critical observer can tell the character of the "boss" every time just from a brief contact with his salespeople. Where cheerfulness abounds and unclouded faces are seen; where there is a willingness to serve and an unfettered demeanor, it is not difficult to guess what the man higher up is like. Asking for a department manager not long ago, we were told by the salesgirl-"Yes, he is in, but he's a regular old crank." This is fact, and not an episode cooked up to fit the case. Strangely enough, we found this particular manager pleasant, agreeable but business like, and we were led to think his assistant's impression of him was due to a quite proper insistence upon strict attention to business-something few girls we have ever known altogether relish. Nevertheless, there are those who think maintaining discipline means playing the part of a tyrant-being an out-and-out Boss. It isn't. Maintaining discipline is giving everybody a square deal first, last and all the time, and then insisting on strict observance of necessary regulations. Firmness, coupled with kindness, wins cheerful obedience every time.

A Line-up on the Side of Truth

Now proposition! Sometimes it works and sometimes it works and sometimes it works and sometimes it loafs, but there's always a reason either way. Advertising reminds us of the first time we used a rifle on a 500-yard range—if we let the front-sight waver a hairsbreath when we fired, we missed the target altogether. You have to put the sight in the center of the target and keep it there—then you get the bullseye. Well, that's like advertising.

The thing you are aiming at when you write an advertisement is to win the reader's confidence. If he believes what you say and wants what you are talking about, he will buy of you every time. If he suspects you are trying to bamboozle him, no matter how fine your advertisement looks, he'll pass by on the other side of the street. Now there's only one way to win a man's confidence, and that is to convince him you are telling him the truth. Effective advertising is a line-up on the side of truth.

On Handling
New Goods

Perhaps no word to the trade is more timely than a word on the handling of new goods. When magazines and newspapers find something new, novel, different from the common run of things they know that they have found something that will interest everybody—and no expense is spared to get the best story obtainable.

Now publishers retail information, whereas merchants retail merchandise, yet there is no essential difference between the methods both must employ in delivering their goods to consumers. If novelty is a good sales asset for publishers, novelty must also be a good sales asset for merchants.

Why not?

Yet most retailers seem to be blind to the news value of new goods for advertising purposes, and the making of quick profits, since most of them refuse to take on a new line, unless the manufacturer has himself created public demand for his goods by a campaign of general publicity. Whereby retailers sacrifice a valuable asset in their business to the manufacturer—that of playing up to public curiosity.

Now, maybe we are wrong.

But just for the fun of the thing let the more venturesome of retailers, who are willing "to be shown," take on the next new line that looks promising, advertise it, display it, demonstrate it and see whether the public will not rise to the bait as they do to the interesting new things offered them by enterprising publishers.

The Power
of Suggestion
of Suggestion
of suggestion!
Of course,
everybody has read something somewhere sometime about hypnotic suggestion, and perhaps seen
a lecturer makes people do all kinds of fool stunts
on the stage. I don't mean that kind of suggestion.

It's just like this. I knew a man who was forever complaining of hard times, slow business and how the big stores were robbing him of his local trade. How could a fellow succeed when he was up against a combination like that—and by Jingo! in a little while he failed. Then there was Bill Jones, another man I knew. He was a croaker, too! His firm didn't treat him right. He couldn't get his assistants in line, because the firm wouldn't back him up when he wanted to fire somebody. They were dead slow, anyhow—wouldn't give him a show window, nor any advertising space, thought the house furnishing department was a losing game and put the kibosh on his ideas generally! and the next thing I knew, he was looking for another job. Suggestion! Why, do you know I have seen lots of fellows like those two-believed things were all against them, and sure enough, they were! Since I got to thinking things over that way, I've quit allowing "hard luck" thoughts control me. I've been talking, believing and willing success for all I'm worth, and what's more I've been winning out ever since. I've seen enough of the power of suggestion to make me respect it, and I want it to be working for me and not against me. Well, so long, brother! Think it over.

Out in the merry West, where the A Healthy breezes blow fresh from the prai-**Optimism** ries and the spirit of brotherhood and good-will toward men adds momentum to business progress and the upbuilding of the country's greatness, an organization has lately been formed to preach and practice Optimism. This project has our hearty approval. The headquarters are at St. Louis and the Dean of the hardware and house furnishing trade-Mr. Simmons-is the honored president. Missouri is not waiting "to be shown" the return of prosperity. Contrary to the reputed practice of that celebrated State, Missouri is taking the lead in asserting business success is already with us, if we will but believe it. This is a healthy optimism, and nothing in the world will be better medicine for poor old Uncle Sam's shattered nerves than a good strong dose of Faith Cure. The old fellow has no organic troubles, thank Heaven, but he has had a bad attack of "blues" superinducedas the doctors would say-by the way some of his bad boys, the trusts, have been kicking up. But, bless your heart, they have been properly spanked, and the incident is closed. It is time the whole family went to work again with a will and a meek and chastened spirit.





CONTRIBUTED BY HARRY HOLLANDER, THE HENRY SIEGEL STORE, BOSTON.

## SIDELIGHTS ON THE ALCOHOL INDUSTRY

Disadvantages of All New Industries. A Few Remarks on Buying Utilities, and the Future Course of Prices

#### CHAPTER IV.



AID A PROMINENT importer of denatured alcohol appliances to the House Furnishing Review the other day, "A big jobber came in to see me recently—you would know him, if I mentioned his name—and looked over our line of alcohol stoves."

"'How much is this single-burner stove,' " said he.

"\$3.50."

"'Too much,' he exclaimed. 'Give me that single burner stove to sell at \$1.50 retail, and I'll order a large let of them.'"

"They cannot be made to sell so cheap," said I, "unless the reservoir is made of tin, the frame of cast-iron, which is as brittle as glass, the burner put up like a cheap gas hotplate, and the needle-valve constructed of such flimsy materials, no brass, that the thread would wear out and leak after it had been used less than a week. Such a stove would be worthless, and it would undoubtedly ruin your retailers' trade. Nobody would want another like it, or recommend the stove to other people."

"'I don't care,' he replied. 'I want an alcohol stove to retail at \$1.50.'"

"Well, my friend," said I. "You'll have to go somewhere else. I have some regard for future business, and a stove put up as cheaply as the one you are looking for would work more harm to the future growth of the denatured alcohol industry than all the demonstrations, sales and magazine articles on reliable and satisfactory alcohol appliances could do good in twenty years."

#### A Dream With a Meaning

"I had a curious dream the other night," continued this importer, whose line of utilities is as cheap as they can be made consistent with safety. "I do not know whether you believe in dreams or not, but this 'dream' had a meaning for me.

"I dreamed that I sat in my office here one afternoon.

and a man whom I know to be a representative of a certain large concern manufacturing kerosene oil and kindred products came in and wanted to buy up 10,000 defective alcohol stoves—that is, as I understood him, stoves so cheaply put together that they were sure to cause dissatisfaction where they were put in use. I dreamed he went away on the same errand to other parties, until finally he found 10,000 alcohol-gas stoves of a kind likely to cause much mischief and were well calculated to create prejudice against the safety and utility of denatured alcohol.

"These stoves he sold wherever he could regardless of cost. In some places he opened a store, advertised, demonstrated with good stoves and in a week or two moved on to the next town. Of course, he lost money, but he seemed to have plenty of it to lose, and wherever he went he left behind a trail of enemies to industrial alcohol. In the end, reputable local dealers, handling alcohol appliances perfect in construction, safe in operation and durable as to materials—found themselves unable to make headway and dropped the line in disgust."

#### The Dream and its Lesson

Now this dream has in it a lesson. We imagine that, if the makers of liquid fuels other than alcohol were inclined to fight the denatured alcohol industry, they might employ some such methods. It also follows that if retailers are as reckless as the jobber first mentioned, concerning the quality and safety of the alcohol appliances they buy, so long as they can sell the goods at a low price with profit, the effect on the future course of trade would be precisely the same as though the interests opposed to the denatured alcohol industry went to work by the "dream" methods outlined above to kill the sale of alcohol utilities. The fact is, for reasons we will take up later, alcohol stoves and lamps cannot be made to sell as cheaply as kerosene lamps and stoves, for instance, as the best of materials, workmanship and labor must be employed in their construction.

#### Alcohol Not a Fad

"I have discovered that many retailers look upon alcohol stoves as a passing fad," said a well known expert on household appliances not long since. "The alcohol cooker is so small and light in weight that many people do not consider the fact that this stove is as efficient and useful as the ordinary gas hot-plate. Such retailers are blind to the fact that alcohol-gas appliances generally are a Godsend to country people, that they will steadily drive out kerosene as fast as people become acquainted with the practical possibilities of alcohol, and that the alcohol industry has come to stay."

#### The Fallacy of this Argument

If the average house furnishing dealer and retailer really believes that alcohol appliances are a "passing fad" it is natural that he should be reckless concerning the quality of the line he handles. He is bound to argue that, as future demand is likely to be small, the chief thing for him to do is to sell as many alcohol lamps, stoves and other utilities as he can while the "craze is on," buying and selling as cheap a line as possible so as to swell the volume of his sales to the highest possible point—and let the future take care of itself.

The trouble is, men who argue this way argue from the wrong premises. In Germany, the Spiritus Centrale Gesellschaft, with headquarters at Berlin, consider the alcohol industry sufficiently important to warrant a national

monopoly organized to promote the sale of alcohol and alcohol appliances throughout the German Empire, in consequence of which the annual consumption of denatured alcohol in that country is something like 50,000,000 gallons. The United States consumes in round figures about 500,000,000 gallons of kerosene oil every year, all of it used by people who would gladly substitute something else for kerosene for well known reasons, if they could. Nobody burns kerosene for light because they want to, but because they must. Consider what will happen when present consumers of kerosene discover that they can obtain denatured alcohol at a price per gallon making it as cheap as kerosene to use, while at the same time alcohol is so much cleaner, safer and more efficient than kerosene for lighting and cooking purposes as to admit of no comparison. Consider, too, the higher purchasing power of the average American citizen as compared with that of the average German, and who can doubt that within the next decade the United States will consume several hundred million gallons of denatured alcohol annually.

This being true, on what possible grounds can the retailer of house furnishing goods argue that denatured alcohol and the appliances that burn it are a "passing fad." Only the short-sighted ones will so argue; the wiser ones will demand for their trade alcohol appliances that are safe, efficient and are built to give satisfaction to their customers. Such retailers have an eye to holding their trade in the days to come when alcohol-gas appliances will be as much in demand as are ordinary gas appliances to-day in the cities and kerosene oil utilities in the country.

#### Domestic vs. Imported Alcohol Appliances

As matters now stand, the denatured alcohol industry is in that confused state characteristic of all new industries. Were the sources of supply, so far as utilities are concerned, limited to American manufacturers, the situation might be clearer, but the fact is alcohol utilities are obtainable from two sources; from (1) importers, whose lines vary greatly in merit, the best being those which have received a mark of approval from the Spiritus Centrale, of Berlin, before mentioned, or those which have won medals in exhibitions held in various European countries, and (2) from American manufacturers, the products of the latter being at present few in number, although most of them are already of very high efficiency and quality.

Imported alcohol utilities have the immediate advantage over American goods. In spite of an import tax of 45%, increased to about 60% by freight charges, etc., most importers can afford to retail their lamps, stoves and other appliances cheaper than can most American manufacturers, while their business is still in its infancy. German manufacturers have been making alcohol utilities for ten or fifteen years and have long since outgrown the experimental stage, as the Spiritus Centrale, by requiring that all products handled by them must first undergo severe tests by their experts for a period of one year, has accomplished wonders in increasing the safety, economy and efficiency of German alcohol appliances. The same is true of the products of other European countries. These products can be manufactured abroad so cheaply as to admit of competition with American products in spite of the added 60% import costs, and this advantage will remain until the American manufacturer passes the experimental stage and the demand warrants production on a large scale. When that time comes, the import trade in alcohol

utilities will doubtless dwindle to insignificant proportions. In fact, the American manufacturer will probably produce such superior stoves, lamps and all that as to enable him to compete with foreign manufacturers on their own ground.

So far as American products are concerned, however, the time has been so short since tax-free denatured alcohol came into existence that comparatively little has been accomlished. There are about six different alcohol-gas stoves of American make on the market, three American alcohol flat-irons, and only one American alcohol lamp, although another will probably be ready for distribution by the fall. All of these domestic products have the snap, style and good appearance characteristic of American appliances, and while all of them are as safe, well made, efficient and economical as imported lines, most of them, by improving on their German models, have turned out greatly superior products.

#### **Evolution of American Alcohol Stoves**

We may illustrate this in a practical way by outlining the evolution of the American alcohol-gas stove.

When it became probable that the legislation removing the tax on alcohol rendered unfit for use as a beverage would pass, Allen & Graham, of New York, whose efforts on behalf of denatured alcohol went so far toward bringing the fight of the National Grange before Congress to a a successful issue, opened an exhibition room in New York containing the best examples of foreign alcohol burning utilities and invited American manufacturers to inspect these appliances in detail. This was nearly three years ago.

With a singular unanimity of opinion, American manufacturers selected the "Brilliant" type of German burner as a working basis, and one of the best and most efficient of existing American one and two burner alcohol-gas stoves on the market to-day uses an improved burner of this type. This stove is extremely ornamental in appearance, appeals to the best class of trade, and is the acme of perfection in its class. Three of the other stoves out of the six are modeled on the same lines, though built to meet the demand for a cheaper stove, and one of them gces a step farther and makes a three-burner stove, the center burner being extra large in diameter to accommodate good sized cooking utensils, the other two being smaller burners. All of these stoves meet American requirements, fit domestic cooking utensils, are raised higher than most imported stoves and are pleasing to the eye.

The fifth and sixth American alcohol-gas stoves represent a radical departure from foreign types. They are both modeled after the gasoline cook stoves known throughout the West. This design is of the three-burner type, has a capacious reservoir set well above and away from the burners, a frame so constructed as to bring the burners up to the level of the average gas range, and is suited to all kinds of cooking from baking biscuits to the roasting of meats.

One of these stoves produces a flame that excels many flames on gas ranges we have seen, it being green at the base shading to blue at the top, without a sign of imperfect combustion, while the heat is intense. Nobody would suspect he was looking at a burning alcohol-gas flame, so perfect is it, and the price of this stove is well within the reach of the average family. We have yet to see a foreign stove that will approach this stove in efficiency.

There are doubtless other American made alcohol-gas stoves we have not yet discovered, and more that are still in the experimental stage. These examples serve to indicate, however, that the time is not far distant when the alcohol-gas range, permitting broiling, baking and roasting of meats and having all the conveniences and efficiency of the gas appliances common to city households will be on the market and widely distributed throughout the West and South, wherever gasoline and kerosene are now used for such purposes.

#### The Question of Prices

Returning now to the question of prices, this resolves itself into a clearly defined course of evolution known to every retailer who has watched the growth of any new American industry—such as the automobile business, for example, where competition between foreign and domestic products still exist and where prices are continually tending toward lower levels.

While retailers of house furnishing goods, particularly in department stores, base the success of their business on low prices, and rightly demand of importers and manufacturers of alcohol utilities the lowest possible prices, these retailers should have a just idea of how low these prices can be brought without sacrificing the three all important essentials of alcohol utilities—safety, economy of consumption and durability. There is a point in every industry below which the level of prices cannot go. That point is higher in the case of alcohol utilities than in the case of kerosene utilities, (a fairer basis of comparison, as to price would be with gasoline lamps and stoves,) since kerosene is burned through a wick and the mechanism required for combustion is of the simplest variety, needing only a reservoir of glass, tin or any other cheap material, and the means of holding the chimney and of raising or lowering the wick.

This is not the case with alcohol. Some form of the Bunsen burner is required, since the alcohol must turned into a gas and then mixed with air. Gasoline vaporizes at normal temperatures; alcohol does not-therefore a torch to bring the alcohol to the gasifying point is a necessary auxiliary to every alcohol burner. Alcohol is a thin fluid and the utmost care must be taken in constructing the valves and burner to prevent leaks. The burner of both lamps and stoves must be constructed of the best materials, skilled labor must be employed, and the cost of manufacture is thereby made considerably higher than in the case of kerosene lamps and stoves. The consumer, however, gains so many advantages in using alcohol in preference to kerosene or gasoline that he rightly regards the extra cost of utilities in the light of an investment, particularly when he finds that in point of economy of consumption alcohol appliances compare favorably with kerosene even in the face of the existing high price of alcohol.

#### The Future Course of Prices

The future course of prices, in a word, depends upon the natural laws of evolution. Competition with imported goods will force the price of American utilities down, and after that level is reached, competition between American manufacturers for supremacy, as the demand for alcohol and alcohol appliances increases, will lead to production on a large scale, lessened costs of manufacture, and still lower prices until within the next decade alcohol utilities will be within the reach of the masses.



### ALCOHOL VS. GASOLINE

The "Deadly Parallel", Showing the Relative Safety of Alcohol and Gasoline, the "Dont's" for Gasoline Being Quoted From a Contemporary

We print on this page a valuable and convincing comparison of the relative safety of alcohol and gasoline for household use, which any enterprising dealer or retailer of house furnishing goods, who also handles alcohol utilities, can work up into an advertising announcement with telling effect.

#### DONT'S

#### For Users of Gasoline Stoves

(From National Hardware Bulletin.)

- 1. Don't fill the stove's reservoir while the burner is alight. Vapor of gasoline being heavier than air will reach the flame, and the flash will so frighten the filler that more gasoline will be spilled and the room instantly filled with flame.
- 2. Don't fill the can quite full, for gasoline expands much more than water when it becomes warm and is likely to force open a seam in the reservoir.
- 3. Don't fail to turn the burner shut before filling the reservoir, for the fluid leaking through it will make a vapor which will set on fire one who strikes a match to light the stove.
- 4. Don't allow too much fluid to flow into the burner or fail to close it tight when putting the fire out.
- 5. Don't pour gasoline from one vessel to another in a room in which there is a fire or light, because the invisible vapor of gasoline will be drawn to any nearby fire, lamp, candle or gas jet.
- 6. Don't fail to watch closely for leaks in reservoir or burner, because gasoline, being but two-thirds as dense as water, will exude through a smaller hole. Remember, too, that when the leak is small there is no drop or damp spot anywhere to show its existence, because the gasoline vaporizes as fast as it exudes.
- 7. Don't slop the stuff—it is more dangerous than powder. Three-fourths of the accidents occur while filling the reservoir.
- 8. Don't keep gasoline in any jug or in a can larger than two gallons, because it is difficult to pour the thin stuff from either without spilling it.
- 9. Don't get your gasoline and kerosene cans mixed. That error costs two lives in Ohio last year.
- 10. Don't leave any gasoline can open, because currents of air draw out the vapor. All gasoline stoves should have the bottom and three sides closed to prevent combustible material from reaching the flame, and the main burner grates should be two feet from the floor.
- II. Finally, don't hunt the source of an odor of gasoline with a light. The result of finding it is always instantaneous and disastrous.

# DON'T-BE-AFRAIDS For Users of Alcohol Stoves

(By the Editor of House Furnishing Review.)

- 1. Don't-be-afraid to fill the stove's reservoir while the burner is alight. Vapor of alcohol mixes readily with air, and there is no danger of any flash of flame or explosion.
- 2. Don't-be-afraid to fill the can quite full, for by keeping the reservoir full the stove will burn better and the heat from the stove will not affect the alcohol sufficiently to cause any undue expansion.
- 3. Don't-be-afraid to fill the reservoir with alcohol whether the burner is open or not. If it should be open, simply close it after enough alcohol has run into the drippan beneath the burner to enable you to start the stove. Otherwise, let it evaporate.
- 4. Don't-be-afraid to let as much alcohol into the burner as is needed, and don't shut the burner off too tight as it may stick when it cools. If you should leave the burner open, you will waste the alcohol, but without other damage.
- 5. Don't-be-afraid to pour alcohol from one vessel to another in a room in which there is a fire or light, as alcohol does not vaporize at ordinary tempeatures and there is no danger of fire or explosion.
- 6. Don't-be-afraid when you discover leaks in the burner or reservoir. Have the leak stopped at once to prevent waste of the fluid. You can readily find any leak, because alcohol evaporates slowly.
- 7. Don't-be-afraid to slop alcohol—it will evaporate without danger and leave no trace behind. Alcohol is as near "fool-proof" as any liquid fuel can be.
- 8. Don't-be-afraid to keep alcohol in any size receptacle up to five gallons, larger if you can handle it easily. The only penalty for spilling it is waste.
- 9. Don't-be-afraid to get your alcohol and kerosense cans mixed. We know you won't, because there are no kerosene cans where alcohol is once used.
- 10. Don't-be-afraid to leave your alcohol can open, if you want to. All alcohol stoves are safe whether closed at the bottom and on three sides or not, and the main burner grates may rest within two inches of the floor, if the stove is convenient to use down so low.
- 11. Finally, don't-be-afraid to hunt the source of an odor of alcohol with a light. The most you will find will be liquid alcohol, and if that should catch fire, remember, alcohol mixes with water and water will put the fire out. If a small blaze, blow it out.







HIS MONTH we want to suggest an advertising plan that has never before been attempted in any house furnishing department, or store, to our knowledge, yet a plan which has been successful when worked on a large scale —we mean a department organ as distinct from the so-called house organ.

Study on the next page for a minute the advertisement of the

Henry Siegel Company, of Boston, sent us by Harry Hollender. Look at the field it covers—enameled ware, fireless cookers, floor stains, a patent baby crib, a motor washer, a bottle cooler, gas lights and a hundred and one kitchen furnishing specialties, most of them well known to housekeepers, but some of them new ideas only recently put on the market.

How many stores can afford to run a full-page advertisement of kitchen-ware goods once a week! Mr. Hollender has some justification in heading his "ad" the "largest kitchen furnishing ad. ever published," and we may add that news of this announcement came to us from all over New England as well as from interested persons in New York. But note this important fact—large as it is, Mr. Hollender had not enough space to call attention to all the benefits his customers could derive from the use of a fireless cooker, an alcohol stove, a water motor or any other new thing to be found in this splendid announcement. The best he could do was to illustrate each article, describe it briefly and depend upon a visit to his store to make the sale.

#### The Model Kitchen

But suppose Mr. Hollender, or any other enterprising house furnishing dealer took it upon himself to put out a small weekly or monthly department organ carrying several pages of current advertising, of bargain offers for the week of issue, and containing besides a number of interesting stories of the household economies made possible by using this new appliance and that in the kitchen.

These stories could be clipped from the House Furnishing Review, from the women's magazines, and culled from other sources, but they would have a direct, personal interest for every woman who read them. Why? Because she would have opportunity to see for herself the things she read about, to handle them, see them demonstrated and to buy one under the store's guarantee. Neither would such a paper allow her to forget what the salesgirl told

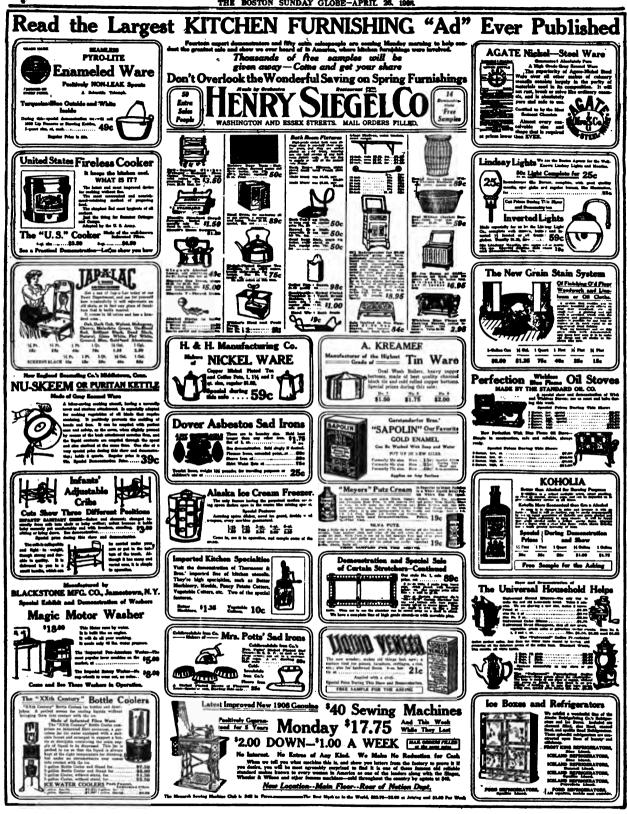
her (or failed to tell her) for the department organ would be taken home and read at leisure; perhaps be preserved for future reference.

Of course, the whole idea of such a department organ, which would be handed to every customer when she entered the store, and otherwise distributed, would be—how to make a model kitchen in every home. There are endless opportunities for making this theme extremely interesting and suggestive to the thrifty house-wire, ror the house furnishing department is where she goes to find all labor saving devices. The title of such a paper could well be made "The Model Kitchen," and we fancy it would be read and treasured by every woman who received one. That such a paper would therefore increase sales in a marked degree seems to us beyond argument.

#### How it Could be Managed

Talking this matter over with a prominent Southern buyer, he said, "Why, yes, I think the scheme would work, but it would do best in large cities like New York, Chicago, Philadelphia and the like. The large department stores in such cities all have a well organized advertising department, and this work could be done under the supervision of the advertising manager. It ought not to be difficult for an advertising man to gather together plenty of interesting articles on every new household appliance we buy, and in many cases the manufacturers will not only supply cuts without charge, for illustrating such articles, but also furnish advertising literature well adapted to such uses. There is no doubt in my mind but that "stories" as distinguished from purely advertising copy would be read with a greater degree of pleasure and instruction by our customers, and that these stories would act as silent and intelligent sales-people supplementing the work done by our demonstrators and regular sales-force."

We are not sure, however, that the department organ need be limited to large cities and large stores. Many retailers of house furnishing goods in small cities have stores and stock, which would lend itself readily to such purposes, and we know of a long established hardware and house furnishing store in New Haven—The John E. Basset & Company—which issues booklets from time to time which are attractively gotten up, are always well illustrated, frequently with original drawings, and which furnish an excellent working model of our idea. The trade is sufficiently familiar with their booklets, as the House Furnishing Review has reproduced them from time to time in detail, to see how the department organ can be managed and made to bring in most satisfactory results.



The above full page advertisement of kitchen furnishings was inserted by Harry Hollander of the Henry Siegel Company, Boston. It was the talk of the East, and is the largest of its kind ever run in New England. We have seen many full page advertisements containing as many items, but never have we seen so many cuts as attractively arranged. The omission of box borders at intervals gave space for the striking headline without sacrificing the beauty of the advertisement.



DEMONSTRATION OF FIRELESS COOKERS. BY COURTESY THE POWERS MERCANTILE COMPANY, MINNEAPOLIS.

# THE FIRELESS COOKER A SUMMER WINNER

A Brief History of the Fireless Cooker, Its Attractive Demonstration Features, Strong Selling Points, and How to Create Trade With it



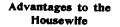
HE SUMMER SEASON of 1908 is an unusual one in that, among the many other important house furnishing appliances designed to effect economies in the kitchen in time, money and labor, two epoch making industries have been brought to the forefront during the past few months. The first of these is denatured alcohol and alcohol apparatus, and the other is the

fireless cooker. Of course, neither of them are new to the world, but they are new in one sense at least—that

their value is for the first time coming to be quite generally recognized in this country. Indeed, the most progressive women's magazines have been devoting much space of late to both these subjects.

We have no doubt the trade is interested in this subject of fireless cookers, therefore, in a practical way, and it is our purpose in this brief article to point out why any good fireless cooker is a trade winner, its selling points, and how to

get the most out of it when placed in stock.



For the retailer and his salesmen to properly understand and explain the advantages of the fireless cooker to the interested housewife, it is only necessary for him to know how the cooker can be used to prepare meals.

Suppose it is a hot June afternoon. The housewife receives an unexpected call from a party of friends. The family will be home for dinner at seven, and there are also her friends to provide for. Without the fireless cooker, she would have to spend the better part of the afternoon in the kitchen, basting the roast meat, paring, cutting up and boiling the vegetables, watching all lest they burn and finally there would be precious minutes needed for looking after the custard, or other dessert.

Now suppose this same busy housewife has a fireless cooker. The roast she prepares in the usual way, puts it in the oven for twenty minutes, then places it piping hoi in the fireless cooker. Meanwhile, she has prepared her vegetables and brought them to the boiling point in the proper kettles and place them still boiling in the fireless cooker. Her dessert she treats in like manner. Over all, she places an airtight covering, and after half an nour's use of her time and stove, she is ready to spend the rest of the afternoon without interruption with her friends, confident that at dinner time her roast will be tender, juicy and hot, and that the vegetables will be thoroughly cooked, retain all their flavor and nutritious qualities

and nothing will be burned or overdone.

If there is a thrifty house-wife or saving husband in the country, who will not wax enthusiastic over such economy of time, labor and fuel, he or she must be a cold-blooded proposition, indeed. In fact, the more calculating and economical the person, the more ready they are to invest in such an appliance.



DINNER PAIL



#### How Fireless Cookers are Constructed

Fireless cookers vary greatly in size, capacity, shape and design, of course. We know of at least ten different makes produced by as many different American manufacturers, and doubtless there are many others, but all are built on the same principle. We select at random one of them for the purpose of illustration.

This fireless cooker looks like a large covered pail. Its outer casing is iron, or some thick sheet material and its inner lining is of heavy tin. Between the outer and inner lining is a non-conducting material completely surrounding the can and forming cylinders of motionless air, this material being usually felt, asbestos or some other fibrous substance. The bottom and lid are similarly constructed, and the lid is so made that when in place the non-conductor fits closely over the vessel thus keeping all heat within.

Inside the heat retainer are closely fitted the inner receptacles—cooking utensils which can be lifted out and into which the food in placed. In dry or steam cooking, hot water is placed under a rest which supports the pail containing the food thus insuring perfectly cooked food without risk of failure.

The outer insulated receptacle called the heat retainer never goes on the stove. It merely serves to receive an enamelled ware dish within which the food has been placed, after this inner dish has been thoroughly heated with its contents for from ten to twenty minutes on the stove or range.

#### Modifications of the Fireless Cooker

As pointed out above, the applications of the "heat-retainer" principle are many and various. The simplest type is made of the well known indurated fibre, is light in weight, non-absorbent, can be washed as readily as a tin pail, will not rust, leak or crack, is hygienic and is said to be the only cooker made of a single material, all other cookers as stated above employing some fibrous material as a means of preventing the heat from escaping. We illustrate on the first page of this article a dinner pail of this type.

Another type is the "Perfect" fireless cooker, which is an important one, and has a gas burner inside the cooker which may be connected to an alcohol-gas generator or to a gas-cock in the usual way. This type does away with the cook-stove entirely, and with the alcohol attachment may be used in camp or about in the woods.

Still another type looks like a cedar chest and is illustrated on this page. This is divided into three compartments, each one having a separate cover and is a



heat conserver pure and simple. Another fireless cooker of this type is illustrated on the first page.

These examples will serve to indicate how wide a range of utilities is covered by makers of fireless cookers and each style has its adherents and advocates. We leave it to the trade to select whatever type is best suited to their customers.

#### The Economy of the Fireless Cooker in Fuel

In order that the trade may appreciate the saving of fuel made possible by the fireless cooker, a matter of considerable importance to every household, we reprint below a table showing the comparative lengths of time required for cooking by the new and the old methods.

	BY	FIRELESS	OLD METHOD
Soup stock (raw)	10	minutes	5 hours
Beef a la Mode	15	"	4 "
Smoked Beef Tongue	25	"	š "
Leg of Mutton (boiled)		"	4 "
Turkey (15 lbs.)	20	44	<b>4</b> "
Smoked Ham (16 lbs.)	25	"	<b>š</b> "
Baked Beans (2 qts.)	15	44	2½ to 12 "
Cabbage	10	"	11/2 "
Potatoes	5	"	1/3 "
Scotch Whole Grain Oats		44	31/2 "
Dried Apples	IO	44	3½ " 1½ "
Pumpkin	10	44	11/2 "
Boston Brown Bread	15	44	4 •"

From the above table it is perfectly evident that the fireless cooker saves about eighty per cent. of the cost of fuel, which would mean an immense reduction on the coal



or gas bill in every household where the fireless cooker is put in use, which would make the cooker pay for itself many times over in the course of a few months. The time, labor and attention it also saves in the kitchen is another strong argument it its favor, and its value to the house furnishing dealer for demonstration and trade winning purposes scarcely needs mention in this article.

#### For Demonstration Purposes

We have already pointed out the fact that there is much interest among women in the possibilities of the fireless ccoker, and the beginning of the summer season makes this utensil a particularly strong drawing card for the retailer. The fact that it is being demonstrated will draw the crowds with little difficulty, and by cooking a New England boiled dinner or any other meal in one of the cookers, and advertising the time when the food will be taken from the cooker, many people may be led to visit the house furnishing department or the store where it is demonstrated.

#### For Window Displays

The fireless cooker offers many striking possibilities for window display. A picnic party may be grouped on a "lawn," a proper drop curtain for the back of the window having been painted and wax figures being suitably posed. An automobile may be suggested on the drop, and the fireless cooker and its contents (freshly cooked food being shown every day the window is displayed) may be shown in the foreground.





New York, N. Y.—M. Weinstein, wholesale dealer and jobber in house furnishing specialties, has removed from 415 Grand Street to 291 Bowery, and will occupy store, basement and sub-basement, and will carry a full line of hardware and cutlery.

New York, N. Y.—G. M. Thurnauer, of G. M. Thurnauer & Bro., sailed on May 5th on the Kaiser Wilhelm for Europe to select novelties for the fall and winter trade.

Brooklyn, N. Y.—The Thayer, Wilkinson Company, 1418 Cortelyou Road, has incorporated to deal in house furnishing goods, and requests catalogs, etc., from the trade.

Paterson, N. J.—Jacob Spitz & Son, capital \$100,000. This company will operate a department store.

Albion, Mich.—Geo. T. Bullen has opened a branch department store in Homer, Mich., with Mr. Fred Richey in charge.

Elizabeth, N. J.—New England Mill Stores, capital \$5,000.

Lowell, Mass.—The Gilbride Department Store has re-opened under new management. Mr. Matthew Scott and John S. Beckman, of Boston and John J. Burns of Lowell are associated with Mr. Gilbride. Mr. Scott is general manager.

Fall River, Mass.—A new corporation has been formed in Fall River, Mass., to take over the Higgins & Fraze department store; capital \$90,000, with the following officers: Geo. F. E. Roberts, vice-president; Michael J. Lee, secretary; and treasurer, Wm. A. Fraze.

Courtenay, N. D.—The Farmers' Cash Department Store has organized; capital, \$30,000.

Jersey City, N. J.—Arcade Company, capital \$10,000 General department store.

Kewanee, Ill.—B. G. Ogle Co-Operative House Furnishing Company has organized to establish a wholesale furnishing house with headquarters at Monmouth. The preferred stock is \$50,000.

New York, N. Y.—McFarland & O'Flaherty Company have filed plans for a new four-story department store, Eighth Avenue and 43d Street.

Memphis, Tenn.—Bry's New Mammoth Department Store will be the largest in the city when completed. It will be seven stories and basement, and should be ready for occupancy September 1st.

Palo Alto, Cal.—John Darling Company has organized to conduct a general merchandise business including hardware, tinware and household goods; capital \$10,000.

Atlantic City, N. J.—Atlantic City Candy Company, Inc., capital \$50,000, to manufacture candy goods and conduct a general department store.

Altoona, Pa.—Kelly & Company have opened a large dry goods and general furnishing store.

Brooklyn, N. Y.—Frederick Loeser & Company are preparing plans for a large addition to be built at the rear of their present store.

St. Paul, Minn.—Hamm Brewing Company have begun work on a four-story fire-proof department store to be occupied by the Emporium. The store will be ready for occupancy about December 1st.

Sheboygan, Wis.—Sheboygan will have five large department stores when the new one, planned by Michigan avenue business men, is completed.

Brooklyn, N. Y.—The H. Batterman Store recently celebrated their forty-first anniversary.

Alexandria, Va.—Smoot, Coffer & McCalley, Inc., has organized with capital of \$25,000 to \$100,000. President, S. C. Smoot; secretary, J. H. McCalley, and K. A. Seymour, all of Washington, D. C., are interested; department store.

New York, N. Y.—The Evans & Steel Company has organized; capital \$200,000; dry goods.

Pine Bush, N. Y.—The H. R. Taylor Company; capital \$26,000; department store, also lumber, coal, etc.

Trezevant, Tenn.—The Jeff. J. Blanks Company are building a two-story addition to their department store.

Jonesdale, Iowa County, Wis.—The Anderson Department Store Company has organized; capital \$10,000. Incorporators: C. S. Anderson, A. M. Anderson and Amy Anderson.

Syracuse, N. Y.—The Tobey Trading Company; capital \$1,000; general department store.

Jamestown, N. Y.—The Boston Department Store has opened for business.

Brooklyn, N. Y.—Martin's has incorporated, with a capital of \$25,000, to conduct a department store.

Madison, Wis.—The A. E. Schunk Company has incorporated, with a capital of \$75.000, to conduct a department store.

#### CHARITY

If I knew you and you knew me,
If both of us could clearly see,
And with an inner sight divine
The meaning of your heart and mine,
I'm sure that we would differ less
And clasp our hands in friendliness;
Our thoughts would pleasantly agree
If I knew you and you knew me.

—Nixon Waterman.

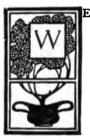


#### ---- M. EVANS.

MISS HELENE DELP.

# BUSINESS WOMEN OF THE TRADE

Brief Business Biographies of Three Člever and Successful Business Women



TAKE PLEASURE in calling the attention of the trade to three of its brightest and best members, business women all three, highly successful in their chosen pursuits, and representing all three branches of the house furnishing trade—Miss Hawthorn, manufacturing, Miss Evans, salesmanship and Miss Delp, demonstrations. These ladies need no introduction, as their success has won

them the confidence and commendation of all with whom they have come in contact, including the largest business houses from coast to coast.

MISS E. M. EVANS, manager of the New York office of A. L. Tribble & Company, Boston, Mass., has travelled for leading manufacturers of house furnishing goods for a long time past, having covered over fifteen states during the past seven or eight years. Miss Evans is well known throughout the Middle West, and has sold the largest department stores and all the jobbers. During the past two years she has been calling on the New York department stores and the local jobbers in her capacity as manager of the New York office of the Tribble line.

MISS JEAN HAWTHORN, the inventor of Silverdip, is president of the Silverdip Company, of New York,

which manufactures this well known and popular specialty. Miss Hawthorne enjoys the distinction of being one of the few inventors, who have made a commercial success of their invention and derived personal profit from its manufacture and sale. This speaks well for her business ability, and the increasing sale of Silverdip in the trade is due to its appreciation by many women who have heretofore found the cleaning of silver a matter of much labor. We may add that the house furnishing trade offers many opportunities for success to women inventors as the trade caters so largely to effecting economies in household affairs.

MISS HELENE DELP, honors the title of "the Maud Adams of the house furnishing trade" and is one of its most popular and successful business women. For the past six years, Miss Delp has acted as demonstrator and instructor of salespeople for the Dover Manufacturing Company, of Canal Dover, O., during which time she has met with unprecedented success in the leading stores of the East as well as in Europe. Miss Delp has also attended many house furnishing exhibitions in this country and England as instructor. During her recent engagement in the John Wanamaker stores in New York, Miss Delp more than quadrupled the sales of Asbestos Sad Irons.



New York, N. Y.—Mr. W. R. Melville, six years with Stransky & Company, three years as sales manager, has resigned on account of ill-health. Last fall Mr. Melville traveled abroad for Stransky & Company, and was treated in Berlin, but since his return in January his work has proved too confining.

New York, N. Y.—H. W. Johns-Manville Company have opened a new branch in Detroit, Mich., under the management of Mr. Willard K. Bush, who has been connected with the Milwaukee branch for a number of years.

New Britain, Ct.—Landers, Frary & Clark (whom by some curious mistake we located at Meriden, Mass., in our last issue) have removed their Boston office to much larger quarters at 157 Summer street. Mr. Will T. Hedges is manager, and he is very enthusiastic over the new location, as the office is so situated as to be close to the Terminal Station, convenient for the out-of-town buyer, and at the same time is in the heart of the wholesale and retail district of Boston.

Chicago, Ill.—The Cassidy-Fairbanks Mfg. Company have bought out three different factories in three separate States, taking over the entire hardware specialty business and good will of each. All tools, merchandise, stock, etc., have been moved to Chicago, where manufacture will be continued on a larger scale. The three purchases are The Foyer Manufacturing and Steel Stamping Company, Painesville, Ohio; The Stamping Department of Bergman Bros., Buffalo, N. Y.; and The Charles C. Bonar Company, Evanston, Ill. The increased facilities of the Cassidy-Fairbanks Manufacturing Company now brings the total number of individual articles made by this concern up to the four hundred mark, and they now claim to have the largest and most complete line of this kind ever manufactured by any one factory.

Boston, Mass.—The Boston Mirror Company, formerly at 10 Washington Street, have moved to much larger quarters at 67-69 Sudbury Street.

Girard, Pa.—Theo. J. Ely Manufacturing ,Company has incorporated with a capital of \$75,000, fully paid in. The officers are: Theo. J. Ely, president; M. E. Ellis, treasurer; Theo, B. Ely, vice-president and secretary. They are considering the building of large additions to their factory and expect to increase their line of hardware and woodenware specialties.

New York, N. Y.—Max Lowenstein, 71 Washington Square, S., is in Europe on a three-months' trip.

Cleveland, Ohio.—On May 20th a petition in bankrupcy was filed against the Colonial Paint Company, and C. C. Foerstner was appointed receiver. It is reported that the business will be sold.

Jersey City, N. J.—The New Century Novelty Company has incorporated. Capital, \$100,000. Hardware supplies.

New York, N. Y.—"Mac" China Lock Company; capital \$10,000; hardware and hardware supplies.

Wilmington, Del.—Eureka Alcohol Utilities Company; capital \$100,000. Main office Real Estate Trust Bldg., Philadelphia, Pa.

New York, N. Y.—At a meeting of the creditors of the H. & H. Manufacturing Company, on May 21, the report of the investigating committee was read and it was recommended that, in settlement of all claims, the creditors accept 331/3%, payable 10% in cash, and the balance in six, twelve and eighteen months, said payments to be secured by chattel mortgage. This proposition will undoubtedly be accepted and the company continue in business

Newark, N. J.—Frank F. Smith & Yates Manufacturing Campany; capital \$10,000. Incorporators: F. F. Smith, John W. Yates, Edw. A. Zink. Hardware.

New York, N. Y.—The Matchless Match Company; capital, \$25,000. Matches.

Chicago, Ill.—Home Manufacturing Company, First National Bank Building; capital \$10,000. Manufacture hardware and novelties.

Wichita, Kansas.—The Southwestern Broom Manufacturing Company is erecting a factory and warehouse, to cost \$100.000.

Warsaw, Russia.—Importers of all sorts of hardware, kitchen utensils, etc., wish to extend their American imports owing to the boycott of German manufacturers.

Cincinnati, Ohio—Acme Manufacturing Company; preliminary capital \$10,000, to be increased later. Hardware and patented specialties.

Portsmouth, Ohio.—Henry F. Bertram will cover Ohio, Indiana and Illinois, for the Portsmouth Stove and Range Company in the future. Mr. Bertram was formerly with the Ohio Stove Company.

New York, N. Y.—Western Clock Manufacturing Company; capital \$5,000. Watches, clocks, etc.

Brooklyn, N. Y.—Consumers' Gas and Electric Fixtures Supply Company; capital \$10,000.

Columbus, Ohio.—The Lattimer-Williams Manufacturing Company has changed its name to the Lattimer Stove Company, owing to the withdrawal of Mr. Williams, now secretary of the Central Stove Manufacturers' Association. Gardner Lattimer succeeds Mr. Williams.

Montpelier, Vt.—The Capital Hardware Company succeeds Bailey & Morse; capital \$20,000.

Boston, Mass.—American Galvanizing and Manufacturing Company; capital \$50,000. President, Murray B. Harris; treasurer and clerk, Frank M. Harris, both of Boston. Hardware.

New York, N. Y.—Pitsgoff Bros., Inc.; capital \$5,000. Incorporators are Alexander, Benjamin and Barnet Pitegoff, all of New York. Brushes.

# WHY IS IT THAT THE



# GLASSWARE IS THE BEST?

ASK YOUR DEALER.

# A. H. Heisey & Co., Inc.

NEWARK, OHIO.

New York Sample Room

No. 25 West Broadway

A. A. Bean, Agt.

Baltimore Sample Room
122 West Baltimore St.

H. S. Bokee, Agt.

Philadelphia Sample Room 1035 Market St., T, Downs, Jr., Agt.



Bordentown, N. J.—Operations were resumed at the Old Ironside Pottery on May 25th. The plant has been shut up for six months. Employment will be given to about one hundred men.

Marshalltown, Ia.—The Plymouth Stoneware Company have begun operations in their new plant, recently purchased from the trustee of the defunct Marshalltown Pottery Company. They will make a general line of stoneware.

Corinth, N. Y.—The Corinth Feldspar Company has been organized and is now preparing to open a feldspar mine as soon as the plants now being erected are completed and machinery installed.

Grand Rapids, Mich.—The Walter French Glass Company, which recently failed, has filed a trust mortgage to protect all creditors. C. A. Lindner has been made trustee.

Plainfield, N. J.—The Fiber Covered Bottle Company has been organized to manufacture glassware, fiber-covered carboys, demijohns, etc., capital \$100,000.

St. Johnsville, N. Y.—The Taubman & Harding Company has incorporated, with a capital of \$5,000, to deal in jewelry and chinaware.

Trenton, N. J.—James E. Norris has withdrawn from the Anchor Pottery Company and is now associated with a New York china importing house. The other members of the Anchor firm are Cyrus D. Jones and Frank S. Jones.

New York, N. Y.—The Rollin-Richland Company has incorporated to deal in crockery, glassware, etc.; capital

Buffalo, N. Y.—The White-Findlay Mirror Company has incorporated, with a capital of \$15,000, to manufacture glass mirrors and mirror frames.

New Orleans, La.—The United China & Glass Company has organized to take over the business of Abe Mayer & Company. Capital \$115,000, and officers: Jos. W. Moses, president; M. P. Scheyer and M. Levy, vice-presidents.

Marion, Ind.—The Marion fruit jar factory, owned by Ball Bros., has resumed operations and is running to its fullest capacity, giving employment to two hundred persons.

Toronto, Ohio.—The American China Company has purchased the Peerless Kaolin Company's properties at Langley, S. C., and is putting in a large plant for the development of the clay property. Brick tiling, piping and chinaware will be manufactured at the Ohio potteries.

Schenectady, N. Y.—The H. S. Barney Company has opened a new cut glass and chinaware department, and

has installed fixtures finished in white enamel and lighted by numerous wall lights. For the display of cut glass, glass shelves and mirrors have been added.

East Liverpool, Ohio.—Joseph T. Croxall, the well-known color manufacturer, recently sailed for Europe, to be gone six weeks.

East Liverpool, Ohio.—W. E. Wells, of the Homer Laughlin China Company, states that they are doing as much business at their new plant as a year ago, are operating the Newell plant on three-fourths capacity, while the East End plant is on about one-third time.

Trenton, N. J.—The Crossley Mfg. Company has placed upon the market a machine for making saggers. It is on the plan of the tile press with a ponderous die and counter die that close together, pressing the sagger clay into the desired shape. It is interchangeable, so that different styles of saggers may be made.

Moundsville, W. Va.—The Fostoria Glass Company's new line of lamps is in advance of anything hitherto attempted by this well-known firm, and one has only to inspect the full display at the West Broadway show room in New York to be convinced of the good showing made.

New York, N. Y.— Bawo & Dotter are showing full lines of Bohemian glassware in new shapes, designed to retail at popular prices.

Pittsburg, Pa.—The United States Glass Company has issued a thirty-six page catalogue showing a variety of sideboard sets. These comprise plain, deep and needle-etched tumblers, steamware, water bottles and pitchers, and general line of goods that go to make sideboards adornments. This booklet is one of the most attractive that has ever been put out by this well-known company.

Pittsburg, Pa.—George W. Blair, of the H. C. Fry Glass Company, is exhibiting his sample glass tiles recently created by him and made by a new process. The tiles, in color a dark green, are made six at a time and can be cut when ready for use.

Atlantic City, N. J.—The annual wage conference of the glass manufacturers and workers is scheduled to be held at Atlantic City, N. J., beginning July 24th and continuing a week or ten days.

Homestead, Pa.—The Bryce-Higbee Glass Works has been purchased by the Carnegie Steel Company for \$50,000. The glass company will vacate in sixty days.

Washington, Pa.—The Phoenix Glass Company has resumed operations after being idle since December. Several hundred workmen were given employment and it is said the factory will be operated to its capacity.

#### SELLING POWER OF WINDOW DISPLAYS

(Concluded from page 28).

play. Is it not a good thing then to make mention of the display and have just as many people notice it as possible?

Then again, I believe that it is a good plan to couple newspaper advertising and window display advertising on a single item for a short time. While your newspaper space contains a written description of the article your window display gives people a chance to examine the article itself. The two methods are complementary.

#### What Dealers Say About Window Displays

In connection with window display contests of



"THESE ARE 'ONE IDEA' DISPLAYS."

asbestos sad irons, conducted in 1905 and 1906, some very interesting statements were received from dealers who made displays. A Cincinnati dealer wrote:

"We bought twenty-five sets of asbestos irons, twelve of which we sold during the display in our window and have sold since then ten sets. Without the display we do not think that we would have sold more than six sets."

A dealer in Sheridan, Mo., wrote:

"My trade has already increased one hundred per cent. on these irons since I arranged my show window. A good display of goods well arranged is what counts."

A common experience of those who display special lines is given by a dealer in Thomaston, Conn., who wrote:

"My display sold but a few irons, but since then I have sold a large number of sets which I have credited to my window display and the advertising circulars which I distributed."

Several photographs of window displays made in connection with the contests mentioned above, are reproduced herewith. We wish to call special attention to the fact that these are "one idea" displays. Whenever possible we have dealers show asbestos sad irons alone for a week or two, and we find that a great deal more is accomplished in this way than by placing a few sets of the irons in a general window display.

#### The Value of the Show Window

Speaking of the show window, we are reminded

of a story related to us by a well-known Western buyer recently. His father owned a crockery store in his home town, and while spending a few days at home he visited his father's store.

"Where did you get these toilet sets?" said he to his father.

"Oh, I bought them over a year ago, and never had a call for them," replied the older man.

"Well, why don't you clean out your show window and put them out in front there with a price on them, so people will know you've got them?"

"'Taint worth while," said the father.
"Nobody wants them."

The son said nothing, but he went to work and cleaned out the window, made up some price cards and displayed the toilet sets at a price which offered a good bargain to the public and left a fair profit

to his father. Before a week went by, the lot was gone and his father bought more to fill orders.

#### Window Displays and the Sales Force

When we speak of the selling power of window displays we mean something different from the selling power of a salesman. While a display may sometimes actually sell the goods, it usually requires human persuasion to crystallize the interest excited by the display into a sale.

The sales corps must be in perfect harmony with the window dresser so as to lose none of the momentum resulting from displays. Each clerk should know what lines are featured in the show windows and should be drilled in the talking points. This is another phase of the "team-work" idea, which is occupying the attention of students of retail merchandising.

# . MANUFACTURERS AND IMPORTERS OF ALCOHOL UTILITIES

A Complete List of Importers and Manufacturers of Alcohol Utilities, Together With Illustrations and Brief Descriptions of the Goods Handled by the Concerns Mentioned

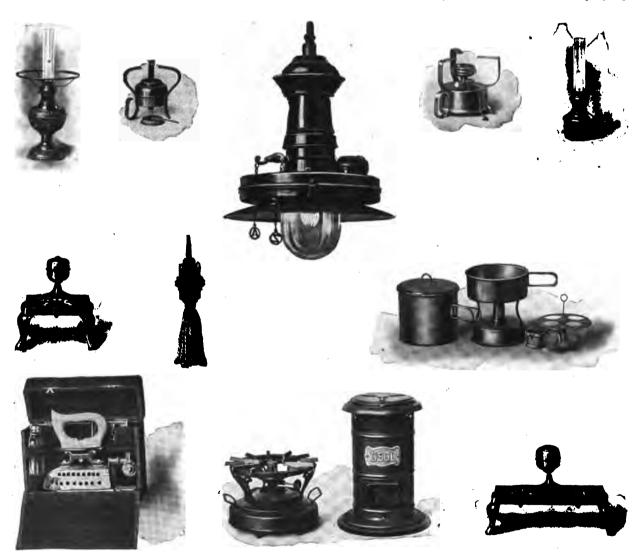
#### Introduction

For the information of the trade, assuming that many dealers in house furnishing goods are interested in knowing where alcohol utilities may be obtained, both the imported lines and those made by American manufacturers, the House Furnishing Review gives below as complete

manufacturers will be given space in these columns in subsequent issues, and we may add that the list given below is as complete as can be under existing circumstances

#### **Alcohol Utilities Company**

We illustrate here a splendid line of alcohol utilities offered to the trade by the Alcohol Utilities Company, 156



a list of such wholesalers of alcohol appliances as are ready for business. In some cases, manufacturers are omitted for the reason that we have been unable to obtain cuts and descriptive matter from them, while in other cases manufacturers are not quite ready to announce the appliances they will shortly put upon the market. These

West 23d Street, New York. This line includes alcohol lamps of every description, including table lamps, hanging lamps and wall lamps, while for the convenience of those who have kerosene lamps with an ordinary "D," No. 3 (13/4 inch) collar, that is not a central-draft lamp, an incandescent alcohol burner is supplied. Those who have

a banquet, piano or hanging central-draft kerosene lamp may replace the kerosene fount with an alcohol fount five inches in diameter, to replace the central-draft fount. All the supplies that go with the alcohol incandescent mantle lamp are also obtainable from this company.

We also illustrate the Little Giant, sixty-five candle power incandescent inverted lamp, which is ideal for stores, show windows, shops, yards, streets, verandas gardens, billiard rooms, stables, and other places where a strong, brilliant steady lamp of unusual power is required. This lamp burns one quart of alcohol in twelve hours, and is economical and powerful.

The alcohol sad-iron sold by the Alcohol Utilities Company is economical, safe and clean, and has a regulator attachment which controls the amount of heat generated by the burners, so that the irons can be used, for ironing the most delicate pieces, such as laces, handkerchiefs, etc., or can be heated hot enough to do ironing of sheets, etc. to the best advantage. A flat iron in a touring case with a flask of alcohol is a feature of this line.

The alcohol stoves handled by this company are made in one, and three burner sizes, and are giving good satisfaction. They are made of the strongest pressed brass, beautifully nickeled and embossed. They are as easily and accurately regulated as any gas burner, the heat is maintained absolutely uniform, making this one of the safest and most economical cooking stoves for general use.

Another useful appliance is a combination heater and cooker, which is absolutely smokeless and odorless and one of the best alcohol heaters and cookers made. This is shown in the illustration unmounted.

Among other useful accessories handled by the Alcohol Utilities Company is a camping and traveling outfit, consisting of a large burner stove with a one quart boiler, frying pan, four egg tray and coffee and tea balls. In addition, some vapor cookers are provided in a variety of styles and sizes.

#### G. Cohn & Company

We illustrate here a few of the "Bengalia" line of stoves and lamps imported by G. Cohn & Company, 337 Broadway, New York.





The line of alcohol utilities handled by G. Cohn . Company comprise lamp burners, cook stoves of single and two burner style, inverted arc lamps, corporation street lights, alcohol heating stoves, and we may add that Mr. Cohn is now in Europe, where he is seeking additionat alcohol appliances to supplement the extensive line he already carries.

#### United States Industrial Alcohol Company

For the information of the trade, we desire to say that denatured alcohol may be obtained in any quantity from the United States Industrial Alcohol Company, 100 William Street, New York. This concern is the largest pro-

ducer of denatured alcohol in the country to-day, and has distributing agencies already established in nearly every State in the Union. Dealers desiring to obtain alcohol for their customers may learn the name of their nearest distributing agent by writing the United States Industrial Alcohol Company at New York.

#### Manning, Bowman & Company

One of the best American made alcohol-gas stoves on the market is the single and two-burner alcohol stove made by Manning, Bowman & Company Meriden, Ct. This company puts out a high-grade alcohol stove made to satisfy the most particular people, a stove highly ornamental in appearance, constructed of the best materials, which is finding favor with well-to-do people for use in their summer homes, and in conjunction with the large variety of chafing dishes, etc., made by this concern.



Manning, Bowman & Company now have ready for the trade a more popular line of alcohol stoves, using the same burner as the high-grade stoves mentioned above, the frame being made of pressed steel, and finished in aluminum, nickel-plate and copper. This stove is very attractive in appearance, but it sells at a price within the reach of the average family. This stove is practically indestructible, as the stove may be dropped on the floor and the legs bent, but the frame cannot be broken. Should the legs be bent by accident, they can be put back in shape without difficulty.

The general excellence of the Manning, Bowman line make these stoves a very satisfactory one for the requirements of the best-class trade.

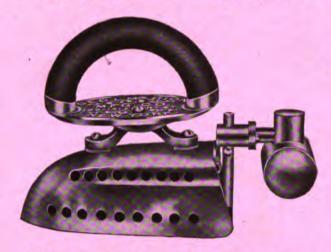
#### Eureka Alcohol Utilities Company

The Eureka Alcohol Utilities Company, with offices at 1139 to 1143 Real Estate Trust Company Building, Philadelphia, has been incorporated and will very shortly place upon the market a complete line of alcohol utilities of American manufacture, including stoves, lamps, and sad irons, etc. It is understood that contracts have already been made for the exclusive selling right for several American factories. This company will have the benefit of the wide experience in this field of Mr. R. E. Robinson, the organizer, who is well known among those interested in denatured alcohol goods.



#### The George L. Marion Manufacturing Company

We illustrate in this column the alcohol sad-iron manufactured by the Geo. L. Marion Manufacturing Company, 129-131 Front street, New York. This iron is made in four and six pound sizes, is constructed of the best materials and is warranted to give perfect satisfaction. It is economical in its consumption of alcohol, absolutely safe, and is giving perfect satisfaction to consumers.



Supplementary to the household irons, the George L. Marion Manufacturing Company put up an iron in a tourist's traveling case, including a flask of alcohol, making this an ideal outfit for the use of travelers, whether on trains, in the automobile, or to take along when going on the summer vacation.

#### The Tourist Chafing Dish

We illustrate in this column a new tourist chafing dish, just out, which is made by Clayton & Co., 421 Kent Ave., Brooklyn, N. Y.

This article undoubtedly fills a long felt want and will be in great demand among tourists and travellers and those who are living in boarding houses, as it is made to retail at \$1.50 upwards, leaving a good margin of profit to the dealer.



This chafing dish holds 2½ pints and weighs 1¾ pounds, and is made of block-tin, nickel plated, with ebony handles, a folding stand and brass lamp. The lamp shown in this column burns any kind of alcohol direct from a

wick, and an improved burner will shortly be ready for delivery to the trade, which will convert the alcohol into gas.

This chafing dish is compact, and all parts will pack in the pan, leaving room for spoons and other accessories. It is designed to meet the demand for a low priced durable article and is handsome in appearance.

#### Glogau & Company

We illustrate in this column the line of alcohol gas stoves manufactured by Glogau & Company, 40 Dearborn street, Chicago, Ill. These stoves are in one and twoburner style, they are elegant and graceful in appearance,



modern in construction, and burn all grades of alcohol to equal advantage. The flame is easily regulated. The stove cannot explode and it is economical in its consumption of alcohol. They are made in two styles, the cheaper grade being Japanned, and the higher priced article being nickeled. This is true of both the single and two-burner stoves

Glogau & Company also manufacture a complete line of tourists' stoves, which are compact and durable, the standards supporting cooking utensils being detachable. This line retails at popular prices.

#### Barthel Blow Lamp Company

A line of single and two-burner alcohol gas stoves is made by the Barthel Blow Lamp Company, Boston, Mass., and are known as the Norma No. 1 and Norma No. 2. These are finished in enamel and in nickelplate, the single burner stove weighing about four pounds, the reservoir holding a pint of alcohol, which burns with a full flame about two hours, and from five and six hours with moderate flame. The two-burner stove weighs about



six pounds and the reservoir holds one quart, otherwise being a duplicate of the single burner.

The "Norma" alcohol stove is of high efficiency, easily and quickly started and easily regulated. It gives a perfect blue flame. All parts are readily accessible so that after long use it can be taken apart and cleaned. Popular prices prevail with this line.

#### T. W. Houchin & Company

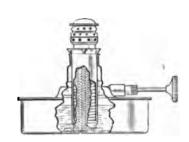
We illustrate on this page a few of the alcohol specialties handled by T. W. Houchin & Company, 341 Broadway, New York. This line includes the "Sunburst" Alcohol Cas S ove, curling iron heaters, alcohol torches, and a



large line of stoves burning alcohol direct as well as those vaporizing it and burning the gas thus made. The illustrations will serve to give a good idea of the large number of appliances handled by this concern.

#### Landers, Frary & Clark

We illustrate on this page the "Universal" line of coffee machines manufactured by Landers, Frary & Clark, of New Britain, Ct., and show details of the alcohol burner used in this machine.





As will be seen the alcohol is vaporized and burned in the form of gas, and this burner is not only economical to use, but also gives a very efficient flame for use in conrection with the coffee machines made by this concern.

#### The Ringen Stove Company

We illustrate here the latest American alcohol stove, which is made by the Ringen Stove Company, St. Louis, Mo

As will be seen, this two-burner stove is modelled after the gasoline stove well known to the Western trade, and gives a flame that is intensely hot, perfect in combustion and thoroughly economical to use.

The stove is constructed of the very best materials, is suited to all kinds of housekeeping conditions, is ideal for use in connection with the ordinary gas oven, with which baking of bread and cake, the roasting of meat and the cooking of vegetables is possible. The stove marks a step forward in the use of alcohol for cooking purposes and bears the same relation to alcohol as a fuel as the gas range bears to the hot plate in cities where artificial gas is available.



#### S. Sternau & Company

Among the American manufacturers of alcohol appliances is S. Sternau & Company, 195 Plymouth street, Brooklyn, New York. In the appliances illustrated herewith, the alcohol is burned through a wick, and is now vaporized.

S. Sternau & Company provide a special burning fluid called Ko-Ho-Li-a which is a refined mythylic spirit, sweet smelling and as clear as crystal. Ko-Ho-Li-a is guaranteed to burn with a clear blue flame and is free from products of combustion, such as soot and other products, giving off odors and smoking up the cooking utensils used. Koholia may also be used for general cleaning, such as polishing glassware, etc., and may be used externally as an alcohol rub.





We illustrate a number of Sternau appliances in which Koholia may be used, including a chafing dish of three pint capacity, which is double tin-lined throughout; fitted with the Sternau-Inferno burner and extra hot-water pan having a long handle. This is trimmed with extra large beaded edge and non-heating ebonized wooden handles and knob.



Another handy appliance is the Traveling Companion shown herewith, which is of great value for warming milk for children, and for use in the sick room. This is shown ready for use and also closed. As will be seen it is very compact in size.

We also show a tea kettle of very handsome appearance finished in brass, copper, nickle plate, or silver plate.

Another handsome article manufactured by Sternau & Company is the Sternau coffee machine in nickle plate, copper, and silver plate. They are strictly sanitary as all parts are easily cleaned.



The complete line of chafing dishes and other alcohol appliances manufactured by S. Sternau & Company, of Brooklyn, are too well known to the trade to need further description.



S. H. Mildenberg

We illustrate on this page two alcohol appliances imported by S. H. Mildenburg, 253 Broadway, New York.

The Mildenberg line includes alcohol incandescent lamp burners, small cooking stoves, single and two burner alcohol stoves of various styles and sizes, alcohol heating appliances, and sad irons.

We illustrate here a single burner stove which has a handle attached to same making this stove very convenient to use. Another style of alcohol stove is so made that meat may be roasted, while a spit is provided by means of which the meat may be turned around next to the flame, thus broiling it to the best advantage.

The Mildenberg line is unusually complete, and represents some of the best articles imported from abroal. Prices are popular.



#### G. M. Thurnauer & Brother

G. M. Thurnauer & Brother, 83 Worth street, New York, import a very complete line of alcohol stoves, travelers companions, curling iron heaters, and coffee machines, using alcohol for fuel, and they also show an egg boiler which is something of a novelty.



We illustrate on this page a few of the large variety of alcohol appliances handled by this firm, all of which speak for themselves, some of which burn alcohol through a wick, while others vaporize the alcohol and burn it in the form of gas.

#### The W. M. Crane Company

We illustrate on this page the Vulcan handy alcohol cup manufactured by the Wm. M. Crane Company, 1131 Broadway, New York, and which is made in two sizes, one with a capacity of four ounces of water and the other with a capacity of eight ounces of water. All that is needed is to fill the cup with liquid to be heated, and then place about two teaspoonfuls of alcohol in the saucer and ignite with a match. If a less quantity is to be heated, a proportionately less quantity of alcohol need be used.

This Vulcan handy alcohol cup is useful in the nursery, the sick room or to the traveler and in all other places where it is desired to heat liquid of any kind. It is a small stove





and drinking cup combined. There is no weight to bother with. It is ready at a moment's notice, and it is absolutely safe.



We also show the Vulcan Toaster which can be used over any kind of a stove, and on which four slices of bread can be toasted at one time. The finished toast is free from all foreign and disagreeable tastes, as the bread never comes directly in contact with the flame. Tea and coffee may be prepared on the top of the toaster without interfering with the toasting.

#### The Buffalo Manufacturing Company

A very popular line of chafing dishes, coffee percolators and alcohol burning devices is made by the Buffalo Manufacturing Company, of Buffalo, New York.

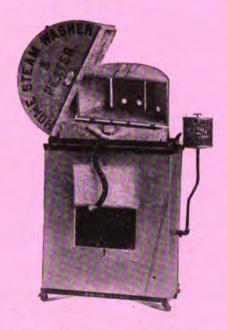


We show in this column one of their coffee machines, in which alcohol is burned through a wick. The alcohol burner made by this concern is a very efficient one, and the entire line of high grade standard metalware of the Buffalo Manufacturing Company is one that recommends itself to the trade.



#### Home Steam Washer and Heater

We illustrate in this column the Home Steam Washer and Heater manufactured by the Home Metallic Refrigerator Co., of Albert Lea, Minn. This machine is a radical departure from the ordinary wooden washing machine, as it does away with the wash board and the old style boiler. In the Home Steam Washer and Heater, the clothes are boiled and washed at the same time, the heater furnishing the heat all the time the machine is in use.



The entire machine is constructed of the best grade of galvanized steel made; not a particle of wood being used, there is nothing to swell, warp or shrink, so that there is no limit as to durability.

The machine consists of a heater, boiler, cylinder, top

cover and heating plate so constructed that each fits into the other making a very compact and neat machine.

The heater has ball bearing castors, is lined throughout with asbestos; fitted with gas or gasoline burners complete and has a door in front allowing free access to the burners.

The boiler has a round bottom, instead of a flat bottom, a feature that requires less water and saves more than one half the consumption of gas making it the most economical washer on the market.

The cylinder into which the clothes are placed revolves it side the boiler, being turned by the crank which is riveted to the sides having its bearings on the boiler. The revolving cylinder agitates the water, which together with the steam, makes the clothes sweet and clean without the ordinary wear and tear. The top cover fits over all the other parts, confining the heat and steam, so there is no waste in the use of fuel. This cover can also be used as a tub to place the clothes in when taken from the cylinder.

The Home Steam Washer and Heater is made in two sizes and is finished in aluminum and black.

#### The Baby Corona Roaster

One of the new comers to the advertising pages of The House Furnishing Review this month is The Enterprise Enamel Company, Bellaire, Ohio.

This firm manufactures the Baby Corona Roaster, made especially for gasoline and other summer ovens, and is a valuable addition to their line of regular sized Corona Roasters. The Baby Corona is oval and is made of one piece of steel exactly like the larger Corona in shape and construction.

This will find its place later, too, in the regular Fall trade for small families and for many uses in all families.

The manufacturers state that they are barely able to meet the demands for the new Baby Corona and suggest that orders be placed early, if prompt shipments are desired.



#### SINK BROOMS

MADE OF BRISTLES.

STAPLE ARTICLES, RETAIL at FIVE and TEN CENTS

We also manufacture other styles retailing at ten and twenty cents. Whisk Brooms, Brooms and Bass Sink Whisks.

Write for catalogue and price lists to

#### CHAS. PLUNKETT.

205 Duane St., New York



The Pioneer Broom Manufacturer.

#### **Arcade Cuspidors**

We illustrate in this column two Arcade Cuspidors made by the Arcade Manufacturing Company, of Freeport, Ill. You can strike the Arcade Cuspidor with a hammer or throw them down stairs without making the slightest impression on them. They are made of solid brass casting of the hardest known composition. This brass when polished is a beautiful golden color, and continued polishing increases the brilliancy of the lustre. The older they get the more beautiful they become.





The thickest part of the casting is in the base and this prevents the cuspidors from being upset. The inside is as smooth as glass, so that cleaning is a simple process. The openings in the cuspidors are large. They are in four designs which are as near perfect both from an artistic and commercial standpoint as they can be made. The air of elegance and richness which they give to a room is worth dollars to a business that caters to taste and discrimination.



#### The "Leader" Sink Brush

We illustrate in this column the "Leader" sink brush manufactured by Charles Plunkett, 205 Duane St., and which is one of the most popular sink brushes known to the trade.

Charles Plunkett is successor to the Union Whisk and Novelty Works, and manufactures all styles of whisk brooms; horsehair whisks and bass sink whisks.

Another popular line is the Diamond nickel cap broom which is also made by Charles Plunkett.

The "Leader" sink brush mentioned above is said to be the only clean durable perfect sink brush invented. It cannot fall apart or break off as others do; it does the work better and in less time, and is the cleanest and most attractive sink brush made. It will outlast any other brush made for that purpose.

#### Gas Hot Plates

The attention of the trade is called to the fact that M. Schrayer's Sons & Co., 269-275 West 18th street, Chicago, Ill., have added to their line this year a good variety of gas hot plates made in cap, drilled and sawed burners, both plain and nickel plated. They also make the largest line of wash boilers in the west, and offer 75 different styles and sizes. The prices offered the trade by this concern are always a guarantee that dealers are buying to the best advantage.

#### The Economy Fireless Cook Stove

The attention of the trade is called to the Economy Fireless Cook Stove manufactured by the Republic Metalware Co., of Buffalo, New York. This stove consists of a double galvanized steel vessel with walls packed with a specially prepared material, which is non-odorless and a non-conductor of heat. It is easily and thoroughly cleaned. The double cover is locked down by an ingeniously arranged handle. It is painted a rich dark maroon outside. The outfit with each stove includes the following:—

Two hot plates with wire bail.

One galvanized steel sliding cover.

One ten quart covered enameled kettle with wire bails. One six quart covered enameled stew pan with side handles, and one three quart covered enameled vegetable or pudding pan.

This provides three cooking vessels so one meat or stew and two vegetables, or meat, vegetable and pudding may be cooked at the same time. The cooking vessels are "Aetna" enameled, a high grade heavy double coated ware of our own manufacture.

The Economy Fireless Coook Stove is made to sell at a price well within the reach of the average family and is durable and efficient.

(Pink sheet continued on page 54).

# "VOLLRATH"

STEEL - and - CAST IRON

# ENAMELED WARES



### Vollrath Double Roasters



Self-basting.

No buttons, ridges or grooves.

Easily cleaned.

The top is dished, producing the Centre Drip.



Our constant aim is to produce only the HIGHEST QUALITY of steel and cast iron wares and our "40 years of knowing how" finds us making the only COMPLETE LINE of HIGH GRADE enameled ware made in this country. You see VOLLRATH WARE in every big store in New York and Chicago, and some day you, too, will learn that your greatest profits and satisfaction to your trade lie in a

COMPLETE AND HIGH GRADE LINE

# THE JACOB J. VOLLRATH MFG. CO.

HOME SHEBOYGAN, WIS. OFFICE

New York

Branch Office and Warehouse

Chicago

25 Warren St.

175-177 Lake St.

World's Largest Exclusive Sheet Steel and Cast Iron Enameled Ware Manufacturers.

#### SWIFT SELLING SPECIALTIES

(Continued from page 52).

#### Staple Clay Specialties

The Peters & Reed Pottery Company, Zanesville, Ohio, are showing a fine line of staple clay specialties this year and have issued an illustrated booklet showing a beautiful line of jardinieres with many new and handsome designs.



The prevailing colors are green and red with gold trimmings, while the designs seen on their cuspidors are new and attractive. Among the specialties illustrated are fern or bulb pans, hanging baskets, cemetary vases, and the ever popular red burned flower pots.



The Peters & Reed Pottery Co. reported a very good years' business thus far, and state that their prices to the trade are low, making their line a profitable one to handle. The goods are reliable, give perfect satisfaction and sell readily.



#### The "Best" Can Opener and Cap Remover

This Tool is a most complete kitchen necessity, is made of steel, and is highly finished. The blades are of crucible tool steel, carefully tempered, and the instrument





THE BEST can opener and cap remover.
opens cans: removes crown caps: lifts
small flat corks from condiment bottles
and lifts milk bottle seals: without spilling milk also fitted with corkscrew
Five tools in one.





includes five tools in one. It is a can opener and cork puller, and has in addition a fixed tongue, which is exceedingly handy in removing crown caps, lifting milk bottle seals without spilling milk, and extracting small, flat corks from condiment bottles in the manner shown in the illustration. It is a very handy tool and one that will find almost every day use in the household. This is one of many specialties made by the W. G. Browne Manufacturing Company, Kingston, New York.

#### Star Enameling and Stamping Co.

We mention elsewhere a new illustrated catalogue issued by the Star Enameling & Stamping Company, of Pittsburg, Pa., which contains illustrations of a full line of sheet metal wares. The Standard Enameling & Stamping Co. was established in 1892 as the Star Dinner Pail Company, and was incorporated under its present name in 1901.

They have constantly been making additions to their lines and increasing their facilities, until they now have all the staple items in four popular grades of enameled ware, and also the most important items in plain, pleced, stamped and Japanned tin and galvanized ware.

This concern has a large factory containing three acres of floor space, which is fully equipped with the most modern machinery and equipment for producing sheet metal wares to the best advantage. Their goods give the utmost satisfaction to consumers, and the terms offered dealers by these manufacturers make this line a profitable one to handle.

East Orange, N. J.—Newark Tinware and Metal Works; capital \$30,000. Plate metalware, etc.

Chicago, Ill.—Lome Manufacturing Company; capital \$10,000. Hardware specialties.

Tacoma, Wash.—Fogler Furnace Company; capital \$1,500,000. Stoves and general construction work.

Philadelphia, Pa.—Eclipse Metallic Specialty Company; capital \$25,000.

### THE VALUE OF ALCOHOL AS A DOMESTIC FUEL

A Brief Interview With George P. Hampton, Secretary of the Farmers' National Committee on Industrial Alcohol. The Quality, Safety and Economy of Denatured Alcohol



N DETERMINING THE VALUE OF ALCOHOL as a domestic fuel," said Mr. George P. Hampton, Secretary of the Farmer's National Committee on Industrial Alcohol, "the three prime factors to be considered are quality, safety, and economy.

"That alcohol is free from all the objectionable qualities that make kerosene and gasoline so obnoxious is now pretty

generally conceded. But perfect as it is in all other qualities, it is in its exceptional safety—that is, its greater freedom from fire, danger, or explosion than kerosene or gasoline—that alcohol is so near ideally perfect. And when I found this to be true and that there was quite a common belief that alcohol was more dangerous than other liquid fuels, I was greatly interested in discovering the reason therefor, especially as I found that chemists and scientists considered its comparative safety to be so self-evident that it was hardly necessary to discuss it."

#### The Safety of Denatured Alcohol

"The fact that pure alcohol, of identically the same quality as denatured alcohol except that it has not been made undrinkable, has been freely used without danger, or even thought of danger, in every American home in the form of perfumes, toilet preparations, flavoring extracts, etc., and in hospitals, doctors offices, dental parlors, hair dressing and barber shops, wood working and paint shops, and in thousands of manufacturing establishments, is conclusive proof that alcohol, as compared with kerosene and gasoline, is exceptionally safe. This, together with the fact that it mixes freely with water and quickly ceases to be a burning fluid, making it a perfectly simple matter to extinguish any fire; that alcohol will burn quite an appreciable time before it burns the surface on which it has been spilled, and that where the burning alcohol runs water will follow and put it out, as, for example, between the cracks of the floor, alcohol is seen to be, as I said before, very nearly ideally perfect so far as safety is concerned.

"Give a dog a bad name, however, and it is difficult to convince any one that the "cur" has any virtues. Alcohol, in the public mind, has been synonymous with drink, and this with the fact that the burning fluid of fifty and sixty years ago was a mixture of alcohol and turpentine, the latter one of the most dangerous of all liquid fuels, has been all sufficient to convince people that alcohol was dangerous. And now that alcohol has become really dangerous as a competitor with kerosene, the oil men will naturally help to keep its bad name. But people who use their hard, practical, common sense will not be misled."

#### Present High Price Will Steadily Lower

"In considering the economy of alcohol as a domestic fuel for lighting, cooking and heating, it must be remembered that the present price of alcohol is abnormally high, and that it is certain to steadily lower in price as distribution and production are perfected. At the present time corn is practically the only material that alcohol is made from, and corn is, and has been ever since the denatured alcohol law went into effect, selling at a high price. There is bound to come an era of cheaper corn and other materials will steadily come into use. The waste molasses of sugar cane and sugar beet are already being considerably used, and the potato and other crops in certain sections are likely to be important factors to be considered.

"It must not be forgotten, also, that imperfect distribution, and few sales in small quantities add greatly to the prices. There are many places in the country where the freight rate of a long railway haul for a single barrel, nearly doubles the distillery price, and the dealer must get a profit on his total investment in both alcohol and freight. With the growth of the business to car load and tank car units, the price of both alcohol and freight will be greatly reduced, and in time the excessively long freight haul will be eliminated altogether.

"The present percentage of profit exacted by the retailer is high, especially by the druggist, but in my judgment, not unjustly or unreasonably so. I know of hundreds of cases where druggists in response to distiller's glowing circulars, bought barrels of alcohol, only to find demand would have to be created before sales could be made. Therefore, with sales, often not exceeding a gallon a month, and in half pints, and pints at that, I do not think one dollar, or even more, a gallon, could be called unreasonable. And I know of no dealer who is not willing to bring the price within fifty cents per gallon whenever sales justify. And at fifty cents per gallon, even in the most favored sections of the country, where the best grades of kerosene are sold at the lowest price, denatured alcohol is a better and cheaper fuel, all things considered, than kerosene. For summer cooking, fifty cent alcohol is cheaper than coal at seven dollars per ton. What, then, may we not expect from alcohol as a fuel when production and distribution have been perfected."

#### Alcohol a Fuel of Uniform Quality

"It should not be forgotten, too, that alcohol is a fuel of uniform quality, and will in time also be of practically uniform price. That is to say, when alcohol fuel comes into general use the price and quality of the fuel will be practically the same in all parts of the country. Whereas, kerosene and gasoline vary greatly in quality and enormously in price. In the most favored sections of the East kerosene of first quality can be bought, at retail, from twelve to fifteen cents per gallon, and cheaper in larger quantities, but in many places the poorest qualities can be bought in five gallon cans for from thirty to thirty-five cents per gallon, and from these high prices which the farmers of East Washington, Oregon, Idaho, and similar



remote sections of the country have to pay, the prices are graduated so that the average prices west of the Mississippi river is considerably over twenty cents per gallon. However much an Easterner, therefore, may dispute about the economy of alcohol, and require proof, there is no dispute in the great West, and no proof is called for, for it is a self-evident fact. The call is for alcohol lamps, stoves and irons, and wideawake dealers who are alive to the situation will find they have only to put in a line and advertise the fact to make sales as the demand is already created."

#### A Lucrative Field in the East

"In the East the case is somewhat different. The economic pressure is not so tense, and many of the wealthier farmers have electric lights, etc., and not being so deeply concerned in the question of producing alcohol, have not studied the subject so thoroughly as the Western farmers have. There are notable exceptions, and dealers in nearly all the Eastern States will find the farmers of the Grange alive to the desirability of quickly installing alcohol burning appliances. This is especially true among those who cater to the summer boarder, and I venture the prediction that in a few years you will not find a rural summer boarding place in which the alcohol light has not supplanted the kerosene lamp. In New York, Pennsylvania, New Jersey, Connecticut, New Hampshire and Maine especially, do I expect to see a rapid development, and wherever you find the summer home of people of means, there you will find a demand already created for alcohol appliances, and

for the first few years at least, I should say, as a money making proposition, the Eastern dealers will have the advantage over the Western."

#### A Great Future for the Alcohol Iron

"One thing in particular I expect to see a demand for that will outrun my previous expectations, and that is the aicohol iron. Wherever introduced its value is so instantly appreciated by the women who know what it is to do a day's ironing in a strifling room beside a hot stove, that the alcohol iron appeals to them as a veritable boon. To be able to do the ironing in the cool of the porch, or under the shade of a tree means more to the farmer's wife than any but the rural housewife can appreciate. So impressed are some of the Grange leaders with the possibility that demand this summer for these irons may exceed suppry, that I am now, at their request, investigating this possibility: Whether or not this be so, the iron will, in my judgment, during the hot summer months, distance even the cooking stove as a selling feature."

#### The Farmer a Bull on Alcohol

"The farmer is a 'bull' on alcohol. It is the one thing that makes for his profit whatever is done. Every ounce of alcohol sold, for whatever purposes—manufacturing, or domestic, or power use—means that much additional market for some farm product, and the desire to bring all modern improvements into his home, and to create a market for his products, especially for much that is now considered waste, will keep his interest in everything that advances industrial alcohol development on a keen edge."

#### TRADE PUBLICATIONS

THE GENUINE PHILADELPHIA LAWN MOWER, 1869-1908.—The Philadelphia Lawn Mower Company, Philadelphia, Pa. An annual illustrated catalogue and price list showing the complete line of lawn mowers manufactured by this concern. Most of the lawn mowers are shown in colors indicating the appearance of the goods, and the line is complete, substantial, and satisfactory, including not only the garden size, but also horse and pony mowers, and a line of lawn specialties is included.

THE FAULTLESS SCIENTIFIC HEATER.—The Graff Furnace Company, 208 Water street, New York. Catalogue showing details of construction of the Faultless Scientific heater together with price list. These heaters represent one of the highest types of heating apparatus.

HARDWARE AND WOODENWARE SPECIALTIES.—The Evan L. Reed Mfg. Company, Sterling, Ill. This handy little booklet shows the "Fingersafe" Self-Setter Mouse Trap made by this concern, as well as many other specialties without which the house furnishing department is incomplete. Ask for catalogue number 2-B.

CATALOGUE OF THE THEO. J. ELY MFG. CO., Cirard, Pa.—A handsome booklet showing many hardware specialties manufactured by the Ely Mfg. Company. These include mop heads, mop and brush holders, clothesbeaters, towel racks and many other up-to-date specialties.

CATALOGUE 1907-1908.—The Meilink Mfg. Company, Toledo, Ohio. A handsome booklet showing a variety of home safe deposit vaults, small safes suitable for protecting valuable papers from fire, all designed to meet the requirements of homes and small offices. The line includes large business safes, and also wall safes. Other specialties are likewise included.

CATALOGUE NUMBER 11.—The Star Enameling & Stamping Company, Pittsburg, Pa. This catalogue contains a large variety of sheet metalwares and represents one of the best line of goods of this kind obtainable. The catalogue should be in the hands of all live house furnishing dealers.

STORY OF THE GREAT WHITE MOUNTAINS.—The Maine Mfg. Company, Nashua, N. H. A handsome-

little folder showing step by step the development of the well-known "Stone White" refrigerators, including everything from the house size to those designed for the use of grocers, restaurants and others, where large size refrigerators are required. This little folder does justice to the "Chest with a Chill in It."

JEWEL GAS STOVES.—George M. Clark & Company, Chicago, Ill. A handsome booklet illustrating the numerous variety of gas ranges manufactured by this well-known concern, and includes hot plates, hot water heaters and other gas specialties. The buyers' library of catalogues is incomplete without this booklet.

WHITE WARE—Nichthauser & Levy, Brooklyn, N. Y. A folder showing a new line of infants baths, foot

tubs, bread and cake boxes and other metal specialties finished in white. This is a new and attractive line and the booklet is well worth having.

"MID THE HILLS OF OLD VERMONT."—Baldwin Refrigerator Company, Burlington, Vt. A snappy little folder just to say "When you want as good a refrigerator as is made, any style, shape or size, just remember the Baldwin, built in Old Vermont."

WIRE HARDWARE.—The Wire Goods Company Worcester, Mass. Catalog, 240 pages, handily compiled, carefully indexed and fully illustrated showing. "Everything in Wire." Any further description would be impossible. The best way to indicate how complete is the line of wire goods contained in this catalog is to say, "If it's made of wire it's here."

#### INDEX TO ADVERTISERS

Adams & Co., J. J Back Cover	Gilchrist Co Inside Front Cover	Outing Press
Alcohol Halling Co	A. H. Heisey & Co 42	Parks & Parks
Alcohol Utilities Co	Holmquist & Co67	Peters & Reed Pottery Co. Back Cover
Am. Mfg. & Novelty Co. In. Front Cover	Holt-Lyon Co64	Phenix Mfg. Co
American Ring Company64	Home Metallic. Refrig. Co 18	Plunkett, Charles51
Andrews Wire & Iron Works64	S. M. Howes Co	Pritchard-StrongCo. InsideFrontCover
Arcade Manufacturing Co14	T. W. Houchin & Co68	Reed Mfg. Co13
Avery Stamping Co Back Cover	Ray Hubbell61	Republic Metalware Co11
Basket Importing Co15		Royal Manufacturing Co65
Bissell Carpet Sweeper Co14	Irwin Manufacturing Co67	Rostand Manufacturing Co61
*Boss Washing Machine Co.	*H. W. Johns-Manville Co.	Rothschild, Meyers & Co.
Browne Manufacturing Co., W. G. 66	Kahn & Mossbacher62	M. Schrayer's Sons59
Buffalo Manufacturing Co	Kennedy Novelty Works14	*Scott, Freeman
Cantalin Appliance Co	Harry D. Kirk63	Silverdip Co62
Cantslip Appliance Co	*Kleinau & Koch	Solderene Co59
*Chapman, C. A.	Knorr Ironing Board Co62	Standard Oilcloth Co62
Chasse Manufacturing Co67	Lee Chair Co10	Standard Sewing Machine Co13
Chicago Asbestos Table Mat Co20	*Leffler & Thiele Co.	Star Enamelling & Stamping Co10
Clayton & Co14		Sternau & Co., S
Cohn & Co., G 9	Lewis & Conger68	
Commercial Can & Mfg. Co63	O. Lindemann & Co63	*Stillman Safety Lamp Co.
*Continental Co.	Maine Manufacturing Co68	Syracuse Stamping Co20
Wm. M. Crane20	Manning-Bowman & Co 7	Thurnauer & Bro., G. M: 3
Crosby & Co67	E. C. Marks67	Toledo Cooker Co13
*Dover Mfg. Co.	Marteross Co65	Towel Rack & Novelty Co67
Eagle Cooperage Works	*Metal Stamping Co.	Tribble Co., A. L Back Cover
*Ely Manufacturing Co., T. J.	National Machine & Stpg. Co 66	Twentieth Century Mfg. Co63
Enterprise Enameling Co59	National Sweeper Co17 60	United States Glass Co
Erie Specialty Co. Inside Front Cover	Newell Mfg. Co66	U. S. Industrial Alcohol Co 20
Estes Mills	New England Enamel Co 5	Vandy-Handy Mfg. Co63
Eureka Alcohol Util. Co. Front Cover	New York Varnish Co20	Vollrath Manufacturing Co,, J. J53
Fogerty & Co., Philip59	Nichthauser & Levy16	F. A. Walker & Co
	Oelker's Manufacturing Co65	White Mop Wringer Co68
Forsyth Manufacturing Co16		
Fulper Pottery Co61	Osborn Manufacturing Co. Back Cover	*White & Son, I. F.

\*Periodical advertisers whose announcements will appear in later issues.



#### WANTS

Subscribers may insert want advertisements, such as may be approved by the publisher, in THE HOUSE FURNISHING REVIEW, free of charge. Advertisements for this department must be received not later than the 15th of the month.

AGATITE MENDS AGATE WARE—Does it right, too! Stands the hottest fire. Won't burn off if pan boils dry. No acids or solder used. Guaranteed pure. Price \$12.00 gross: 15c size. Try a gross.—J. S. Longhurst, Jr., Lynbrook, N. Y.

REPRESENTATIVE WANTED—Those calling on jobbing and wholesale houses to handle our shelf papers as a side line on commission for manufacturer. Address B. P. Co., care HOUSE FURNISHING REVIEW.

A N IMPORTER of a good and staple line of white enameled ware, finest ever imported, also imported enameled ware specialties, wishes to communicate with reliable parties who have established routes and are visiting the house furnishing trade in New England and Southern States. I carry open stock in New York. For particulars address Nathan Friedenberg, 220 Chrystie street, New York.

WANTED—Salesman well acquainted with the house furnishing trade in Pennsylvania and New York State to sell a first class line on commission basis. Address Success, care House Furnishing Review.

SALESMAN WANTED—Well known manufacturer of enameled ware wants good man to cover eastern states Must be experienced and show good record. Address Box 12, care House Furnishing Review.

SALESMAN WANTED—Experienced enameledware salesman for both medium and high grade lines. Address X 8, care House Furnishing Review.

WANTED—Specialty salesman calling on the hardware, furniture and house furnishing goods buyers to carry a side line of machine-made stove pipe and corrugated elbows. Address F. S., care House Furnishing Review.

SALESMAN WANTED to sell enameled ware on commission basis. State territory you are covering and line you are handling. Pittsburg Stamping Co., Pittsburg, Pa.

FOR SALE—Chestnut Boxing for glass factories. This is our specialty. Stock ½ inch or ¾ inch in rough or dressed. Prompt shipments and dry. Address Lewis Thompson & Company, Inc., 18th and Indiana Avenues, Philadelphia, Pa.

TRAVELING MAN WANTED to sell our new game as a side line on commission. Sold to department stores, stationers and to all lines. Liberal commissions and exclusive territory given. Write at once A. H. Warner & Company, Bristol, Conn.

DO YOU CONDUCT DEMONSTRATIONS—As a manufacturer, you want to place your demonstrations in as many house furnishing stores as possible. Dealers in the trade frequently ask us for suitable demonstrations. If you will send us information concerning the demonstrations you have to offer, we will place you upon our list and put you in touch with reliable department stores and house furnishing dealers. Address Demonstrations, care House Furnishing Review.

POR RENT—Space on ground floor in prominent location on Warren Street, New York, suitable for office or sample room; also spaces for deskroom including stenographer and other conveniences. Address R. P. M., care House Furnishing Review.

SIDE LINE WANTED—Am calling on hardware and house furnishing goods trade. Want some good specialties on commission. Address Box 53, House Furnishing Review.

WANTED—Position as buyer of china, toys and house furnishings. Am now located in Middle West. Have long experience, a good record and desire new connection offering better choice of advancement. Address J. D. C., care House Furnishing Review.

POSITION WANTED by travelling salesman well acquainted with house furnishing trade especially in the west and Canada. Can show good record and best of references. Address M. J. L., care House Furnishing Review.

SALESMAN—Young man acquainted with New England, New Jersey, Maryland and Delaware house furnishing trade desires a change. Can attend to bookkeeping and correspondence if desired. Address A. A. J., care House Furnishing Review.

WANTED—Position as buyer for house furnishings and china, in department store located in any large city, New York or Pennsylvania. Long experience, best of references. Address B. D. H., care House Furnishing Review.

TO SELLING AGENTS—We are frequently asked by manufacturers to recommend firms or individuals in different parts of the country to handle their products. We would like to hear from firms who wish to add to their lines. Please mention facilities and territory covered. The House Furnishing Review.

C HANGE WANTED—A western buyer of china and house furnishings, who can show the best of credentials, and has had experience in buying for large stores seeks position with a live department store. Address M. E. F., care House Furnishing Review.

B UYER who has made good in organizing new and rebuilding run down house furnishing departments, desires connection with up-to-date concern in eastern Pennsylvania. Have also handled toys, books, and advertising; has A I credentials and line on commission for manufacturer. Address C. W. C., care House Furnishing Review.

WANTED—Salesman calling on House Furnishing Goods, Crockery, and Glassware dealers to sell as a side line an article that can be carried in the pocket. A big seller. Good commission. Address Bucosh, 41 Doyle Avenue, Providence,

WANTED—Salesman to handle a high-class, patented egg beater as a side line. Exclusive territory and good commissions for those who can get business. Write full particulars as to territory covered, trade you are selling, lines handled, etc. No triflers. Address The Holbrook Mfg. Company, Attleboro, Mass.

WANTED salesman to sell Triumph Fruit Jar Wrench to house furnishing goods and hardware trade. Liberal commission. Most successful selling wrench on the market. Address Forbes Chocolate Company, Cleveland, Ohio.

W ANTED SITUATION as manager or buyer of house furnishings in a department store, or would like to represent manufacturers of household goods by making my headquarters at Indianapolis, Ind. Experienced and reliable, can furnish the best of references. Address Henry Wilke, General Delivery, Indianapolis, Ind.

WANTED—Assistant buyer of house furnishigs, desires a position in a large department store. Have just severed connection with a large department store carrying \$50,000 stock as Assistant Buyer for the past 2½ years. Address A. P. A., care House Furnishing Review.

POSITION WANTED as sales manager by young man well posted in house furnishing trade. Have travelled every state east of Rocky Mountains during past five years, calling on department store and house furnishing trade for one of the largest manufacturers in the line. Would connect with manufacturer, jobber or importer in the house furnishing line. Salary to start \$1,250.00 a year. A. No. I credentials. Address W. N. H., care HOUSE FURNISHING REVIEW.

# Anybody Can Use



doesn't take a master mechanic or an expert plumber to mend leaky pots, pans, kettles, etc.

#### Sell Solderene

and every Tom, Dick and Harry, and their mothers, fathers and sisters will prove ready customers—they'll be delighted with such an easy way for soldering all

#### "The Leaky Things"

around the house.

A candle or a match applied to the damaged article—an application of SOLDERENE, and the thing's as good as new. No soldering iron required—no fluxes needed, and the cost per stick is only 10 cents.

GOOD DISCOUNT TO THE TRADE

SOLDERENE COMPANY DEPT. L., 91 OLIVER ST., BOSTON, MASS.



#### **Cuspidor Mats**

6", 9", 12", 15", 18",

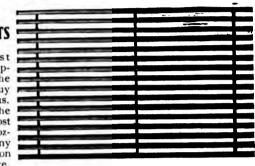
shipped at once. Made of fine rubber, guaranteed not to crack when doubled

DO YOUR MATS CRACK?

Furnished either BLACK or WHITE. Our white mats are entirely new, the handsomest made and set off brass cuspidors in a way no other mat does.

#### HARDWOOD SINK MATS

The largest Plumbing Supply houses in the country buy their mats of us. We carry the two sizes most used, and a dozen others. Any size you need on 24 hours' notice.



Made from selected hardwood, neatly finished. You get the best mats made, you get them at once, and generally YOU SAVE MONEY.

#### THE CANTSLIP CO.

56 Pine Street,

**NEW YORK** 

#### **JOBBERS and DEPARTMENT STORE**

Buyers will find it to their interest to write us for our catalogue and quotations on

PLAIN, STAMPED and JAPANNED TIN WARE, GAS STOVES, OVENS and SAD IRON HANDLES

M. SCHRAYER'S SONS & CO.

275 West 18th Street,

CHICAGO, ILL.



#### "ANCHOR" SINK

AND

#### TOILET BRUSHES

(WIRE OR WOOD HAMDLES)

Most Sanitary Brush on the market, as they are made without the use of PITCH, CEMENT or soldering the tin ferrules. The brush that can be cleaned in boiling water without distributing itself all over the sink and down the drain. Best selling 5c and 10c line.

Send for Catalogue and Price List

PHILIP FOGARTY & CO. 229 Miller Ave., Brooklyn, N. Y.



# Baby Corona Roaster

This new size, the same shape and construction as the larger Corona, is now ready for the SUMMER OVENS.

THE ENTERPRISE ENAMEL CO. BELLAIRE, OHIO.

# How To Advertise A Retail Store

#### BY ALBERT E. EDGAR

#### **Teaches**

How to lay out advertising copy,

How much space to use,

How to design an attractive space-saving nameplate,

What a headline should accomplish,

How to get and use proper illustrations,

How to write your advertising introductory,

How to describe an article so as to make sales,

What style and method of pricing you need,

The preparation of effective, free advertising, How to find and properly use selling points,

The making of store papers, booklets, leaflets, folders, advertising letters and mailing cards,

The organization of a follow-up system,

The use of calendars, blotters, post-cards, advertising novelties, package enclosures, and hand-bills,

Proper methods of window advertising,

Correct outdoor advertising,

Spring, fall and other openings advertising,

Two-hundred-fifty selling helps, guessing and voting contests, drawings, schemes to attract boys and girls, premium schemes,

The sensible advertising of special sales and clearance sales.

The uses of leaders and bargains,

Many novel sales plans,

The promotion of business in a number of specific retail lines—this department alone occupies about 100 pages,

Mail order-advertising and general advertising,
Points about type, borders, ornaments, and cuts,
Nearly 20 pages of practical and helpful hints on
how to lay out advertising copy,

How to read proof and technical terms.

How this is done is demonstrated by the use of

#### 641 Illustrations As Models

Showing how all these things are accomplished by the highly paid ad managers and the cross-roads storekeepers

Price \$3.50 Postpaid—on a money-back basis THE OUTING PRESS, DEPOSIT, N. Y., U. S. A.



# Ever Step te Think —ef It?———

Some goods are hard to sell—hang around too long for profit—take the place of goods that sell easy—on demonstration.

Then other goods in the same line sell on sight.

Take carpet sweepers—Nationals sell easy. A

National sweeper lends itself to demonstration. Any
salesman can see things to talk about. He can't help
but see points that interest.

He doesn't have to stammer and mumble a lot of generalities or technicalities that means nothing to the woman who wants to know—He can say:

"See this! That keeps the sweeper from tipping

and spilling dust."

"See that! That prevents threads from breaking. Handle lasts as long as the sweeper—no trouble."

"See how easy to remove brush—yet how firm

it is fixed in place.

"That's a genuine Hankow Chinese bristle brush. Can't be made better."

"Look at the fine finish."

"Yes, Nationals wear well. They run easy. The Roller Bearings are responsible for that"

THE TRIPLE MEDAL LINE
Awarded Grand Prize and two Gold Medals at
St. Louis Exposition.



There's no end of talking points with a National sweeper.

Best of it is they make good on any point.

"There's something new in sweepers." Ask us.

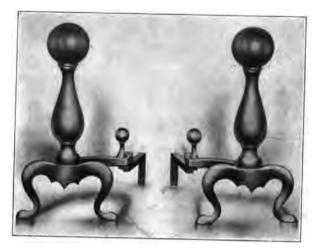
#### NATIONAL SWEEPER CO.

98 WARREN STREET, NEWARK, N. J.

In Beauty, Simplicity and Individuality of

Design, Rostand Fire Place Fixtures

easily stand in a class by themselves



Our line is practical and pleasing—both.

The prices are right. See what we can do for you, by all means. Get our catalog showing the full line and keep it where you can look at it frequently. It is well worth having.

The Rostand Mfg. Co.

Manufacturers of Andirons. Fenders, Fire Sets, Candlesticks, Door Knockers, Hardware Specialties.





# WATER FILTER FACTS



The Improved Water Filter is absolutely germ proof; is the most sanitary germ proof Water Cooler on the market; considering the efficiency, is the cheapest apparatus in the world; is recommended by the highest authority in bacteriology in this country. For circular giving full report of the latest bacteriological test of this Filter, address

#### FULPER POTTERY CO.

Pottery Est. 1805

Flemington, N. J.

## THE KNORR



PATENT APPLIED FOR

## IRONING BOARD

= Can be Retailed at \$1.00 =

¶ The Knorr Ironing Board is the cleverest labor saving device of its kind on the market. It combines in one compact design a shirt-waist board, a sleeve board and an ironing board for all general purposes. ¶ The clamping device is the strongest, simplest and best made, holding the board firmly in place, making it stable as a rock, yet the clamp will not mar the table or shelf to which it is attached. ¶ The Knorr Ironing Board is made in three sizes—Infants', Children's and full sizes, all one price. The full sized board measures 29x30 in. and is strongly constructed of kiln-dried white wood, fully reinforced underneath and built on honor.

Our printed matter furnished to dealers makes

QUICK SALES

Terms and particulars from

The KNORR Ironing Board Oc.

415 Genesee St., Rochester, R. Y.



T is sound sense to sell a well-advertised article—something for which there is already a well-established demand.

#### SELL SANITAS

**SANITAS**, the widely known washable wall covering, is so well advertised that thousands of inquiries are coming in from people who want the material on their walls this Spring. They come from every locality—many must come from yours. The nearest agent gets these inquiries—if you have the agency we send them to you.

**SANITAS** has all the beauty of wall paper, but none of its faults. It's as easily hung. Made on strong muslin with oil colors in many patterns. Waterproof—dust and dirt can be wiped off with a damp cloth. Cannot fade, stain, crack or tear.

Brings a fine margin of profit at the price of good cartridge paper.

SEND FOR SAMPLES AND PRICES.

The Standard Oil Cloth Co. 320 BROADWAY, NEW YORK

# SILVERDIP



CLEANS GOLD AND SILVER

RO RUBBING. "JUST A DIP" AND IT'S POLISHED

Silverdip is guaranteed not to injure the finest metal nor the hands, is free from acid or poison, contains no grit to scratch the most delicate surface.

66<sup>2</sup>/<sub>3</sub> ₱ Profit for the Dealer

We furnish plenty of clever printed matter. Write us for particulars about demonstrations.

SILVERDIP COMPANY.

137 West 23rd Street,

**NEW YORK** 



# K. & M. OUTFITS

FOR

# DOLLS and BEARS

Have resulted in immediately increased sales. As a matter of fact, they

# Have Created A Revolution

in the sale of Dolls.

Add a Dollar Suit of Clothes . . . \$1.00

To a Dollar Doll, and you have a - . 1.00

Three Dollar and Nine-Eight Cent combination that will sell faster than you had thought possible . . \$3.98

Ask Your Fellow Buyers.

Many buyers found this out in 1907. Do not miss this opportunity in 1908.

Our New Line is Ready for Inspection,

KAHN @ MOSSBACHER

Makers of Doll Outfits

779 Broadway, New York City

# CLOTHES-PR

The VANDY-HANDY

CLOTHES-PIN BAG

VANDY BY NAME HANDY BY NATURE

A Unique, Practical, Inexpensive and Profitable article for holding Clothes-Pins which you and your Customers will be pleased with.

EXPLANATION The clothes-pins are put in through the wire mouth at the top and taken out from the opening in the side of the beg, w ich always faces you while it is in use on the line or at the side of the

window.

The VANDY-HANDY is made of strong material and has a capacity for holding 200 Clothes pins.

Get them on your counters soon. Display them and they will sell themselves.

VANDY-HANDY MFG. CO.

NDY-HANDS TRABE MARK





Manufacturers of COTTON FLOOR MOPS, DISH MOPS, CLOTHES LINES, Also Manufacturers





FALL RIVER, MASS.

New York Office: 97 Warren Street. Tel. 3511 Cortlandt

NO SOILED **FINGERS** 



**ABSOLUTELY** 

PRACTICAL

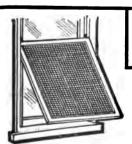
SAMPLE BY MAIL, 10 CENTS

#### PATENT STRAWBERRY HULLER

All persons making, buying, or selling any not stamped with date of Patent, October 30, 1804, will BE PROSECUTED Our Hullers are nickel-plated on Spring Brass. GROSS PRICES QUOTED ON APPLICATION Special prices on 5-10-50 gross.

Agents wented everywhere

F. A. WALKER & CO., 83 Cornhill, Boston Importers of English, French, German and Swedish Home and Hotel Ritchen Furnishing Goods. The OLDEST AND LARGEST KITCHEN FURNISHING STORE in America.



#### This at 5c and Pocket 50 Per cent. Profit

The easiest seller you ever put in. The Phenix Swinging Half Screen is fly proof, does not

slide or stick, because it hangs and swings.

#### The Dealers Opportunity

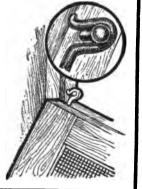
To sell a custom made screen from stock and secure a first-class screen trade

For catalog and trade discount address

PHENIX MFG. CO.

040 Center Street

MILWAUKEE



# KIRK'S Tooth Brush HOLDER



The Best 10c. Seller of its Kind Ever Offered to the Trade

Nickel Plated, Highly Polished. Every Well Appointed Bathroom.

A Necessity in

ALSO A FULL LINE OF TAPE MEASURES

HARRY D. KIRK, 5-17 W. Madison St., Chicago, Ill.

#### O. LINDEMANN & CO.

35-37 Wooster St., NEW YORK

Manufacturers of

Japanned, Brass and Tinned Wire

# BIRD CAGES

Catalogs will be mailed to dealers upon application.



#### GREAT VALUE

Better for most Clean-ing and Pol-ishing than whole Cham-ois skins.

Now being sold mos everywhere.

If you have A BOAT or HOUSE or HOTEL or know of a SETTLEMENT that would like Gas for Lighting and Cooking by a new, compact, simple, economical system, that requires little attention and no cleaning, Send to 20th Century Mfg. Co., 19 Warren Street, New York, for particulars of the 20th Century A B C Automatic Acetylene Generators.



# The "IDEAL" ice Cream Freezer

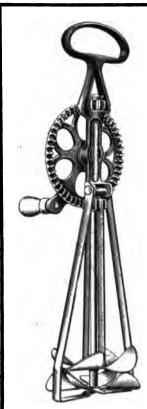
The most practical, satisfactory and durable freezer ever offered.

Uses 1-2 the Ice and salt required in any other freezer.

Has Indurated fibre tub, best non-conductor of heat or cold known. No ops to fall off, no cast gears to get out of order.

Made in gallon size only. Write for prices and discounts.

COMMERCIAL CAN & MFG. CO., KINGGELS AND CHICAGO, ILL.



# The Lyon Cream Whip

## Egg Beater

Is the best and quickest Cream Whip made. Will whip Cream and Milk, half and half, without Spattering.

IT IS ALSO A VERY EXCELLENT EGG BEATER

Sells For a Large Profit Has No Competitor

HOLT'S IMPROVED EGG BEATER

Made in 10, 15, 20 and 25 Cent Sizes, with our New Processes for Riveting.

**ALL SOLD BY JOBBERS** 

shipped direct. Freight allowed on 10 gross orders and upward.

Ask for Mch. 12-page Catalogue.

HOLT-LYON CO., Tarrytown, N. Y.

# The Silent Door



There's a lot of Summer comfort in the screen door, and the

#### "DIME" SCREEN DOOR CHECK

allows the door to shut noise-lessly. It is simple, effective, inexpensive.

The closing door (fig. 1) throws the rubber bumper to tion (fig. 2). The door rebounds slightly. Then it closes position (fig. 2). without jar (fig. 3).





Sold by dealers in hardware and house furnishing goods everywhere, 10 cents. Sent by mail, 12 cents.

CALDWELL MFG. CO.

No. 3 Jones Street,

ROCHESTER, N. Y.

### **BATH ROOM ACCESSORIES**

Attractive in Design—Strong in Construction



Made of BRASS. Heavily Nickel **Plated** and Highly Polished



CATALOGS ON REQUEST





AMERICAN RING CO., Dept. Waterbury, Conn. Manufacturers of Cast and Wrought Brass Colonial Candlesticks,

Brass Upholstery Nails, Curtain Pole Trimmings, etc.

BRANCH OFFICES { New York, 1 Hudson St. Chicago, 508 Heyworth Bldg Boston, 170 Summer St. San Francisco, 1122 Ellis St.

#### "ANDREWS SPECIALTIES"

Sell Easily and Quickly, Please the Customer and Pay Good Profits to the Dealer.

Size, Nine Inches Square



All. Alike

The "ANDROCK" BREAD TOASTER A Scientific 10 Cent Toaster



SECTIONAL VIEW.—Showing how all the heat is delivered through the small funnel shaped holes directly against the bread, thus toasting quickly and economically.

Mrs. Vrooman's Sink Strainer

Has Become a Necessity to Every Kitchen.

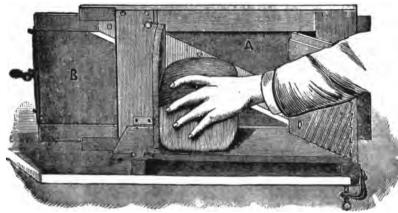
lt Mangs in the corner of Sink. Hands



Advertised in High Grade Womans' **Publications** with Million Readers

Send for new catalogue

ANDREWS WIRE & IRON WORKS, Rockford, III.



For Cutting Bread, Meats, Fruit, Vegetables, Etc., to Any Desired Thickness,

## Acme Slicer

BEST BY TEST

In General Use for More
Than 25 Years

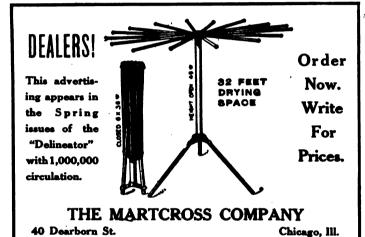
This machine is so simple that a child can operate it. The great perfection of its work and facility of operation has brought it into general use.

Write for Prices

OELKER'S MFG. CO.

24 MECHANIC ST.,

NEWARK, N. J.



#### Peck's Soft Metal Rivets

A Fast Seller for the 25c. Counter

PECK'S
SOFT METAL RIVETS
For Mending Granite, Iron and Inware.

MADE BY

E.E. PECK & CO., BATAVIA, N.Y.
PRICE 25 CENTS PER BOX

This hor contains 100 knets assorted sixes.

Any one can use those Soft Metal Rivets,
no experience being necessary. Simply put them in the hole and head them a little.
Sent postural to any address for 25 cents in Stamps



For mending leaks in granite, tin, a'uminum and ron dishes, kettles, etc. Any one can use them. Quick and easy. No solder, cement or bolt. Fit any surface.

Big Discount for Dealers.
Write for Samples and Prices.
PECK & CO., Box 582, BATAVIA, N. Y.



No. 01 FOR KITCHEN.

## The "Practical" Knife Grinder

- ¶ A simple Kitchen Knife Grinder within the means of almost every house-wife.
- Made of Alundum, the sharpest and most durable abrasive known. Clamps to table or shelf and measures 10½ inches in height. Cutting Wheel, 3½ inches x ¾ inch.
- ¶ Other sizes up to 6 inch Cutting Wheel in hand or foot power for every purpose.
- ¶ Abundant literature to promote sales, and handsome display stand free.

Write for prices, and "Practical Talks About Practical Grinders"

ROYAL MFG. CO., 102 E. Walnut St., Lancaster, Pa.

# The WHITE



# Mop Wringer

Does

Perfect Wringing
With

Perfect Ease.

No other does this. That is what makes the

"White"

Worth Having.

This

WHITE MOP WRINGER CO.

FULTONVILLE, NEW YORK.



Guarantees Satisfaction



# TWO NEW FACTORIES AUTOMATIC MACHINERY

EXCLUSIVE MANUFACTURERS OF EXTENSION RODS, POLE ENDS AND COTTAGE SETS. QUALITY—THE HIGHEST. All sliver used fuaranteed 999 fine.
STYLES—FORTY-ONE. Including our new colored end rods to match wall-paper. WRITE TODAY FOR CATALOGUE AND PRICES.

AMERICAN FACTORY, OGDENBURG, N. Y., U. S. A.

THE NEWELL MFG. CO. (Inc.)











#### ALL AROUND

Good household necessities. Perfect in finish and material. "The Browne Line from Kingston." Will you send for our booklet and let us tell you about it. The "Cyclone" Egg Beater, Cream Whipper and Mayonnaise Mixer is a wonder. Let us send you a sample.

THE W. G. BROWNE MFG. CO..

Kingston, N. Y.







NONE SUCH

STAR

#### ARGAND GAS APPLIANCES



MR. BUYER:

Write us for prices and description of our Gas Hot Plates. Several styles and very interesting prices. Come quick; we want to get acquainted with your firm's bank account.

ALBANY FOUNDRY CO., ALBANY, N Y.



#### THE LITTLE GIANT MOTOR WASHER

THE MACHINE OF ESTABLISHED MERIT AND QUALITY

MR. BUYER:

Q Our LITTLE GIANT MOTOR WASHER is a real live proposition to handle—right now. House Cleaning time is here and the PEOPLE are buying this GREAT LABOR SAVER. One Dealer retailed 92 of these machines during the past two weeks. No reason why YOU can't do the same.

ILITTLE GIANT WASHERS are chuck full of—quality. Always reliable and dependable—give great satisfaction—and repeats right along—ask any Dealer who handles them.

Q Our MOTORS are EXTRA WELL MADE—built for heavy duty—are very powerful—made of the best material—do not get out of order. The superior quality—neat design—and attractive appearance—of our complete WASHER—makes them profitable and worth while—to handle.

Our Prices Are Right

H. R. IRWIN MANUFACTURING COMPANY, <sup>232</sup> Bast Fifth Street CINCINNATI, OHIO

## The Perfection Bottle Stopper

Invaluable in dispensing mineral waters at home. No. 1 large quart; No. 2 pint or small quart size.

The only satisfactory stopper ever invented for keeping champagne, mineral waters, ginger ale, etc., etc., and all carbonated beverages wherever used.

Absolutely Air-Tight After Once Opened; Self-Adjusting; Fits Any Bottle

Manufactured by E. C. MARKS (Trustee) 260 Clark St., Chicago

WRITE FOR PRICES AND DISCOUNT





Ready to Bait.

#### The CHASSE MOUSE TRAP

Putented U. S. and Canada, 1902, '03, '05
IS EASIER TO BAIT AND SET THAN ANY OLD-STYLE TRAP.

EASY SELLER. Write for Prices to your Jobber or

CHASSE MFG. CO.

57 VESEY STREET

**NEW YORK CITY** 



Mouse is Caught.



#### THE "HOME-KISSED" CURTAIN STRETCHER

Movable Spring Pins—Once adjusted to Curtain Scollops always in place.
Interlocking Steel Ninge—Insuring absolute rigidity and strength in center.
Center Braces—On which the Long Bars fold.

Our patent covers the device for folding the long bars on the Center Brace and the Center Brace. Parties handling Curtain Stretchers that infringe should investigate.

Orders Shipped Promptly. Send for Catalogue.

HOLMQUIST & CO., Mfrs. Ladders and Curtain Stretchers, 127 N. Morgan St., CHICAGO





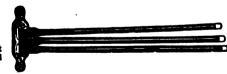


ESTABLISHED 187

P. O. Box 837, Providence, R. I., U. S. A.
TOILET AND HAT RACKS
Of all descriptions, manufactured in best manner. Sell of popular prices. Send for latest illustrated catalogue and prices.

SALESROOM AND FACTORY: AUBURN, R. I.

New York Office: W. A. STOKES & CO., 30 WARREN STREET.



#### 6-5-4 BRINGS TRADE

and sells the year round at good profit

6-5-4 Will Not Wash Off.

DRIES IN TEN MINUTES



6-5-4

is so thin that it cannot fill the mesh

6-5-4 has chemical properties that dissolve rust as water does sait.



6-5-4

is a "repeater;" every can you sell brings you another customer and her friends. NO WORK. SHINES ITSELF



Removes all Gas Range troubles.

CROSBY & CO.,

Detroit, Mich.



#### QUICK SALES NOW!

# "WHITE MOUNTAIN" snow white-stone white REFRIGERATORS

Lining of SOLID, QUARRIED STONE. Always an ICY CHILL in a "STONE WHITE."

Polished to a GLEAMING, GLISTENING, WHITE FINISH. ODORLESS and SANITARY. "The Refrigerator that is in Over a Million Homes." "The Chest with the Chill in it."

# Maine Manufacturing Company,

NASHUA, N. H.

BOSTON, MASS. KANSAS CITY, MO- BRANCH OFFICES:
NEW YORK CITY. ET. LOUIS, MO-

SAN ANTONIO, TEXAS ST. PAUL, MINN.

130 and 132 West 42d Street New York

# LEWIS \* & CONGER

IMPORTERS AND JOBBERS OF

# House Furnishing Goods







#### Open Stock at New York

of the

#### Celebrated Elite Ware

Send at once for our stock list—complete line of staples carried.

No doubt your stock is low and we can help you out.

Your business is improving, and this Fall you will enjoy the best and healthiest trade ever known.

Write us, and we will do the rest.

The best trade sells Elite Ware. Why not you?

#### ROTHSCHILD, MEYERS & CO.

Corner SPRING and CROSBY STS. NEW YORK, N. Y.







ER-BREAK

# GRIDDLES KETTLES

Cooking Utensils that do not warp, scorch or burn, nor spoil food :::

The genuine branded
"NEVER-BREAK"

THE AVERY STAMPING CO. Cleveland, Ohio

Exclusive Manufacturers

STEEL SPIDERS OSBORN MFG. CO.



The Original Inventors and Manufacturers of

"OSBORN"



Bright Metal Gage

In Brass, Bronze and Silver Plate.

New and Beautiful Designs Just Out.

We also manufacture Brass and
Bronze Show Stands for Fancy Goods.
Catalogue mailed free.

669-685 HUDSON STREET, Cor. 14th St., NEW YORK



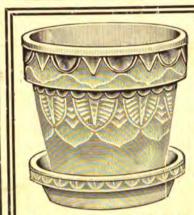
#### A. L. TRIBBLE CO

MANUFACTURERS OF

Clothes Lines, Mops, Twines, Etc.
"IXL," "Non-Stretchable," "Puritan"
Hand Laid Cotton Clothes Lines
Plymouth Rock Sash Cord

BOSTON 110 State St. NEW YORK 176 Church St. CHICAGO 35 River St.

WRITE FOR PRICES



The Popular Red Burned

#### Flower Pots

Well burned, strong, durable.

Will stand shipment with little or no breakage.

Write for catalogue of general line.

The PETERS & REED POTTERY CO., Zanesville, Ohio

# ADAMS' BRUSHES





NEW YORK FACTORY

J. J. ADAMS @ CO.

Manufacturers of Brushes for
House Furnishing Trade

NEW YORK FACTORY

124 to 132 Greenpoint Ave.
BROOKLYN, N. Y. CITY



748 to 752 Main Street CAMBRIDGE, MASS.